

CALIFORNIANA



SAN FRANCISCO PUBLIC LIBRARY

REFERENCE BOOK

Not to be taken from the Library

Acm- 1933

SAN FRANCISCO PUBLIC LIBRARY

3 1223 03729 3587

ADB-6741

SAN FRANCISCO PUBLIC LIBRARY







market street development project

\ MARKET STREET HISTORY
BART OPENING /

REF 917.9461 M341p 1962/76 Market Street Development Project (San Francisco, C Market Street Developmen Project.

77-04

Francisco Public Library

1962 SPUR REPORT

This is the original study that started the sequence of events that led to the beautification of Market Street.



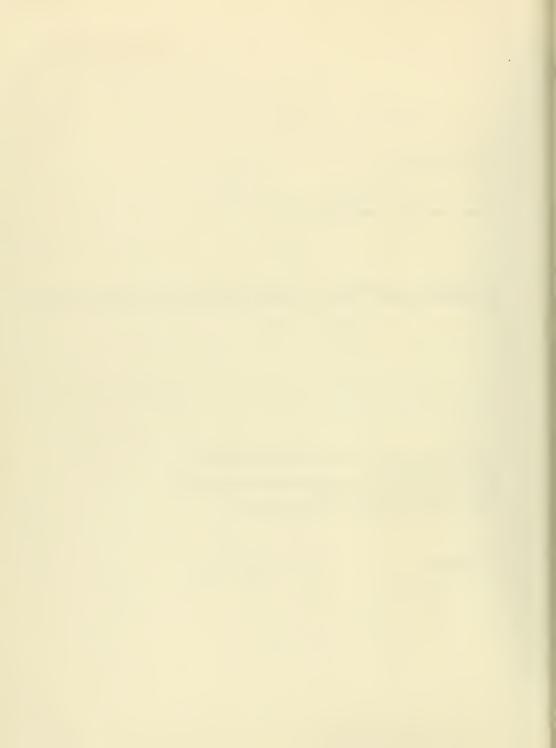
What to do about

& Prospectus for a Development Program

Prepared for the Market Street Development Project, An affiliate of STUR: The San Prancisco Planning and Urban Renavel Association

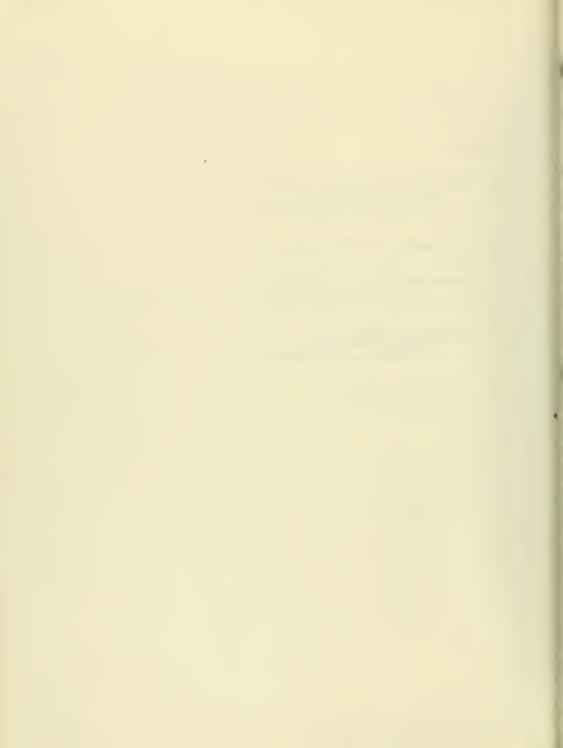
San Francisco

Getc' 22 1. 1



COMMITTEE

- 1 Market Street Vesterday and Today
 The Five Market Streets
 Transportation on Market Street
- 2. The Prospects for Market Street
- 3. Market Street's Financial Picture Doubtour Emprovement Progress
- 4. The Lock of Market Street
 A Malk Up Market Street
 Beflections and Cheervations
- 5. Blueprint for Action Development Program



MANCE COR VACCIONAL SECURES AND LOUR

San Francisco is the great world-city of the Toot, and Mas' & Ctroot is for Francisco's most important there 19 oughfare. It has played this role pince the mid-19th con-5 tury when Japper O'Verrall field out the 110-Foot artery 12 cutting directly across the gridleen street eyetem estab-1 Librar titler to the north. Seen from ourresteding hill-3 teps or from the air, Perket Street from the Forry Build-2 ing to Tula Pouls is the dominant element in the pattern of 5 the city. Recewed of its focal location, most of the damtown transit lines converge on Market Street. It is fan 11 En Francisco's careronial aromse, the line of march for all major parades. It is the city's place of public celebration, 0 6 New Years I've on Market Careet is a local tradition. On V-N Tay and on other great considers the orande in-17 0 stinctively have gathered there. For many decades Herhot Pirrot was the commercial heart of the city and its show-5 Es ence to the world. But in recent yours Harbot Careet bus changed - and not always for the better. Recognition of 20 this fact and of the troumdous values that are at athle have -2 20 ied to this study of the mend for Marbet Street in the-The portion of Market Street priested for 1997 . is 24

8

The Wine Name Comets

1. Gateway Sector

The lower and of theret west to brush and Pain Strole	ls
is primarily ordented to the unterfract. The it is the	33
Votid Times Center in the remielled south all g of the	10
Ferry Building and the block-long Conthern Realife Paulis-	3
ing, must of the structures are small and are in farm fair	ls
to very pror condition. Until the bridges ture built, the	5
Yeary "silding was the principal party to in it well to,	2
end the se were to within brother that the end of a my that	3
ice led to diterioration of the area. Will's alother	9
-accreative-lands god and a plana a fine do to file	4
formin firest cable cor line on five a firest. This part of	7.



Millet forest is quiet. There is relatively links traffic, and there are few pedestriens except during weaking much hours than Paris commits busses terminate at the Perry Building. At night the area is described encept for seamen returning to their ships and elderly make pessioners who live is mearly charp botals.

2. Financial Scept

At Drawn and Hain Otracts the character of harbet Street changes radically. West to I many and Jud Streets it is a wital part of the financial district. Creat componetions, including Mateen Marigation, Earlie Cas and Flectric, Spreekies Buger, Citiones Fodoral Earlines and Loan, Pacific Grayhound Lizes, Interpolienth Luciness Kickines, Union Fooilio Pailrond, Union Carlide, field Cil, Crom Zellerhach, Wells Farge Monitalmenteen Truck Cor my, Crocker-ingle Sonk, Early of America, Hera I amil payings and Loan, and the Facultar, have their had a live or major branch cilling on this part of the description on the intereses " , corners directly especial to it. Office structures or a tex party les in in include the Fift, inches, P.C. and H., Union Carbide, Shall, Gram Sellert :: Tailor, Charcery, Molart, Valle Fargo, Cou horeing to, Reals of America, Creater, Palloury, Merichant, Marret, and Control Town halldings, tight of the are over fifteen steries.

The Shraton-Palace Rotel is a presting ful anchor on the courth cide of Parket Street. Although all but theless of the buildings in this protor are over 40 y are all, most of them are in the condition and are well maintained. There are no grow to be a vectories. Since 1965 or one block from the to the condition of the siles of the st, but out that a condition possible of the rest, but out the first of the condition possible for res). From New 1 objects worted in olderstions.

which is whose 75 per cent of the ground level for thege is a noted to sound, well unintained composite established, and of the affectionally related to the first cited district, the termina of a land little. The outstanding of a land constant first of this and a land constant first of the first Street are the home con, go rously properties. Grown Tellerbach place in which the



Wells Farme Namk pavillies is set, and the Inchesies Monument plans to the east. On wealings this is a busy portles of Market Street, bushing with prospersus looking turinosames and smoothy dressed office girls. Many Mast Tey commuters walk on Market on route to the Transbey Tarminal. At night there is little activity except at the Palace Matel.

3. Central Betail Sector

From weet of Kearmy-3rd Streets to west of Pewell-Sth Street, Market Street easures a different role; it is primarily part of the central recall district. Nest of the stores eater to the wass market; there are no enclusive specialty shops. The north frontage of the blocks between Kearmy and 4th Streets is occupied by high-grade retail stores and traks, some with cirices above them. However, the south side of the street between 3rd and 4th mainly is of a lower quality. Two poncy areases, a cherr movie theater, and one that features ringue films tooks to downgrade this block face. The Central Towar and Pink of smaring are the only plaint bigh-rise of Mac Luilling. The site of the recently densitied fathe Theater in 11 for unlararound and surface partition.

Market Streets and Portil-Sth Streets. Note are electered the highest volume technical store in the world, the Magarine, Holes, Carriels Josefers, Somer and Musican, Larrers, Linn, Organization, and Tolare. Interior retails the lay continues across Sub Street on the Larrers and to the Thought the Position is located, Both the Thought and the Larrers and the Francis is located, Both the Thought Building. I the Positio Englishing occupy sibns of over a half sorm out to a more than ten floors of cilicos. Other office

belicin smaller.

o new infilings have been countflucted in tils sector of the tract since 1920, but there has been considerable a sidefiling - because one and two militar deflars worth at section four and five militar deliars touth and between four and five militar deliars touth on the it is it is the Street block. There are no planes or color trouts to the eye in the retail sector, except for Samuels' handsome street clock. The cable car turntable at the end of Powell Street adds a picturesque note.





The sidewniks are thronged with pedestrians during the day and on shopping nights. As one would expect on this kind of retail street, the typical aread looks like a cross section of urban America. There are not many exclusively ground wemen, but there are relatively few in slocks. After store here this part of looket atreet becomes quieter, but there still is an everilor of window-shopping pedestrians from the massement sector.

4. Assistment Sector

West of Fouril-5th Streets the character of Market Street again makes a definite change. There are 13 moving picture therears, including meet of the first-run houses, in the blocks cost of Hyde-Sth Streets. (and the enormous You further up Narket) were equinat ammenent palaces, drawing crows from all parts of the city. Now the rich carpets are threathers, the gilt is tarmished, and the papears stands have token ever. Market Street movie patronge has declined charply since the sivent of television; teensoms and lower income people tend to predominate in the audiences. Fantly because of this trand and partly because the ammenent sector adjoins the tenderloin, much of the frentage is occupied by fair to low grade commercial cutlets.

Although it is within a few hundred flet of some of the city's most valuable retail projection, the most's side of Market ketween Fewell and Ferning a samp areas. The blocks between the and Jan a Structs are no better. On the court all a district there are several high values of in stales, the landing Fational Dollar, Ereco, and adjusted the court all the forces, but the rest of the optilishment of the court of the court of the court of the court of the sector is on the southeast corner of kertest and oth.

The block between 6th and 7th Streets is devoted prim rily to low-grade commercial uses. Wear the U.S.O. is a penny oreade, and further up the Diech are two theoters featuring rieges nowles. Conditions are even worse on the north side blocks between Joses and I.de and on the south side from 7th Street uses to the new I.de and on the south side from 7th Street uses to the new I.de Force. I thin sight of the City Mall, the Joses-Leven worth block houses a penny areads and three mag sine stands forturing "girlie" magazines; cas of them also has nule photos



for sale. A similar establishment is located on the southwest corner of Market and 7th. The promisity of the Crejhound Bus Terminal may be the record for this little consentration of outlets catering to servicemen's testes. I wespt for the theaters, all of the frontage on these blocks is occupied by low quality tensets. Netween Leavenworth and Myde there even is a pana chop. It is not surprising that atores and offices in the Orpheum Theater Emilding are vacent.

Fost of the heildings on Market Street between 5th and 8th were constructed before 1920. The larger theaters and a few other structures were built in the twenties. Threatment in modernization since 1945 has been smaller than in the other sectors: between one and two million dollars on both cides of Market from 5th to 6th (this includes Pennsys), between five hundred thousand and a willion dollars from 6th to 7th, and only between one hundred thousand and five hundred thousand dollars from 7th to 6th Streets.

by day the crowds in the amount sector are mailer then in the shorting district and merhedly less presperouslooking. The provinity of the tendericin is fairly evident. Az dight, particularly on warrant aights, the young people arrive. The munies, the penny accodes, and principally the bright lights, the girmur, and the encite ant of Market Street attract a predominately years creed suclading many survicement and people new in term. The bays proud Market Careet lection for excitement - and for siring the girls pro I finished Street tooking for engitement - and for boys. Constally their behavior is not disorderly. According to the Police . ourteent, there are few arrests for drugbeer . . or other violations of the less deribet trust it with those young people go at night because, in i'r word: of the police officer, "It is their club." the print a created da by the kind of patronage this part of Market Percet attracts is little. The sidualls and Litera are spotted with gum and condy wampers, popour lais, and theater ticket stubs. Track receptacles are mailable, but frequently they are not used.

5. Ceneral Commercial Sector

From Sth Street west to Van Mess Avenue, Market Street



is developed with an assortment of commercial uses. Premistry of the civic center, with its or a titlen facilities, accounts for the presence of the recently moleculard Whitecab Notel and the new Towns House motor-botel with ground-level parking on a three acre site extending to Mission Struct. The Whitecab and a large parking lot (alvertised for sale) occupy most of the frontage between 5th sai 5th. Acress the street, between Dyde and Larlin, is a very bed commercial block with saveral vacancies.

The Fox Theater flowled by two parking lets fills the block between Larking and Polk. This super-collegel, ornately decorated relic of Rollywood circa 1929, tentatively is scheduled to be torn down and replaced by a parking los. Opposite the For between 9th and 10th Streets is the relatively new, well resistained wholesale Morchandise Mart, a block-long, mine story structure. The frontege on the north side of thrhet Street from Polk to Van Ness Avenue is salaly devoted to perr quality commercial outlete; there are two votant such a. On the southwest corner of nother and 10th, several office stories reamily have been added to a building, and it has been completely remodelled. Lest to like Street the black face is occupied by fair quality commercial outlets including a large surplus store. The new eight story lank of /merica Data Processing Center fills the block between 11th Street and South Van Kans Avenue. The building was designed so that five more stories can be added.

of you or two closies high. Two house chap but is on the upper floors. Although the Civic Conter is adjacent, the two are few effices. With the enceptions noted, the biddings are old and their appearance is drab. The finith as and gainty of the anatomic sector are mineleg from up a floriest Street. Incept around the theaters and coals, the area is fairly quiet both by day and at night. I comply visual highlights are the view west on Fullon that the magnificent City Hall on anise (particularly in relative at night), and the licher Found in a title corner of the parking lot that was Marshall Equate before the attractor. Investment in building alternations since 1945 to not enceeded a million delians on any of the blocks (oth sides) from Hyde-Sth Streets to Van Ness Avenue.



Transportation on Posint Street

over 2,000 transit validies, carrying 60,000 passengers, run on Harlet Street on an everage weekley. Five street care lines (J-Church, K-Inglestue, L-Taraval, N-Coconview, and N-Julih), five trailey cosch lines (J-Nayes), and six motor coach lines (31-Nathet, and 21-Nayes), and six motor coach lines (31-Nathet, and 25-Chapters, 71-Naight-Noriege, 72-Naight-Suncet, and 85-Chapters Shuttle) operate along various portions of Nathet Etreet cast of Van Mess Avenue. In addition, nine other coach lines have there stretches of their one-way leep restes on Nathet. As a result, transit validies represent a substantially higher per coat of total trafficm on Market

Street than anywhere else in the city.

For a musbor of respons Merket Street does not carry a very heavy traffic load. Brivers tend to avoid Merket because of the delays caused by transit vehicles making stons. Left hand turns are prohibited so that tie conter lases can be received for street cars. Fort a billiments on the south side have service access from a at the year, but on the north said trucks double not he emplay conjection. Traffic on some of the cross same it, particularly Main, let, Francat, Man Month of my Tri, Alle 9th, 10th, and Van Moos Avenue, is many times heavier than traffic on Market Street. Telestrisa monuments ecross forket are a crambly heavy in the financial and simples sectors. There are frequent, frequently special complicated intersections, all of them signalized. The if his are synchronized, but they do not once the flow of entendalle traffic because they are set to facilitate transit werements and to favor the heavy cross traffic, and also because of the varying distances between intersections.

Priving across Fachet Street at the jogged intersections is a horrowing emperience for the unimitiated. The worst congestion on Market cacurs at the Sth-Davell-Toly-Mosen-Turk complex where there are beauty policitien cross movements, transit stops, left turns from Mason onto lands to reach 5th Street, left turns from 6th c to Forbet to got to Turk Street, and right turns from Bully In. It into Market, Electhere congestion is no worse them to forthe encept during the peak hours, mainly in the evening.

This the pedestrian once was king on Market Street, recently in order to move traffic at some of the three way intersections, it has been necessary to install legging



phase signals. At some points on the north side, the padestrica must walk from the curb to a traffic island and then wait for another light before he can cross to the other side. At other intersections the crosstalks force the pediatrian to traverse two sides of the briangle, waiting for two signals, sithough his objective lies along the bypotupuse.

There are no parking facilities on Market Orrect encept under the new office buildings between Davis and Front and the Grown Zullerback Building, and the open purking loss at the Towne House and Whitcomb Hotels and on the You Theatre black. Possibly use of the State Theater lat for parking will be responsity. Market Street is forsuncte that there are many parling parages and lots within convenient wolking distance but not fronting on Market. This avoids interpublication valuable continuity of conservial frontage and creating the berief-out look that mare other demotors areas. Host of the parking facilities serving Parket Street are conceptrated morth of the throter sector and in the blacks south to Hission Street. The Parking Authority constructed the rulti-level 5th and Mission Corage, recently erpanded to 1000 spaces, and more parking structures are in the planning stage.

THE PROSPECTS FOR MASKET STRUCK

The decline of Warket Street is not unique. The same thing has by pened to the main streets of many W. S. cities. But is more of these cities all of dountous is in trouble, while in ian Prescieno devatorm has never been more prospereus. Although it is evident that Market inrect is going downhill, it is equally elect that its plight is far from hopologs. The Crosm Zellerbach Bailding illustr tes this paradom. It is the finest development ever built on lighet Street; its place is a princely gift to the filty. Let, to avoid having a Market Errest address, the building fronts on Bush Street. It cannot be denied that I arket Street no longer is a good address; major stores and office buildings evoid using it. Harket Street has lost its presting.



However, the future prospects of at least same meeters of Market Street give cours for optimism. Currently two gaing buildings are being moderaised. The Fone Matual Savings and Loan (Peloung) Building on the northeast corner of Harket and Mostay and the Citivens Pederal Savings and Lora Exilding on the portheest corner are being completely remodelled. Scandard Oil Company has acquired a large parcel on the south side of Parket between lot and 2nd Streets and has announced that it will construct a 22 story office buildies with a 14,000 scuare foot plana on the west side. The building will be a single tower in the first stage but is planned to have a twin tower added later. The Corportors Pension and Union Fund place a comprehensive modernication of the 16 story building it owns at 6th and Market. The Missoln Building at 5th and Harbet, owned by the Sam Francisco School District, will be sold or lessed nest year. It is likely that it will be remodelled, or possibly the old structure will be denolished and replaced by a high-rise building.

A number of public projects, particularly in the fields of redevelopment and rapid transit, will bring radical improvements to furfice Street. Constitution of the spartment portion of the Colden Cataway reduvalegous Spoject north of tashing on Street already is under way. But con tarhington and Clay, the public garage with the floor office tower over it is scheduled to be built neat your. The office sector of the project, including the Harket Street frontage from Drawn Street east, probably will be started in 1905 and completed by 1967. A major impetus to private improvements near the feet of Harlest forcet will be the Forry Mark, a specious orben place that will extend from the Pularendero to Stewart Street (and its extension north) and from Glay almost to Mission Street. Four million dollars of federal and city funds is available to finence the perk, and it probably will be constructed in 1985 if the Redevelopment Agency can reach agreement with the Port Authority on its Rebarcadero right of way Toguircultts.

The Bouth of Market Redevelopment Project area extends from 2nd Street to 5th. The irregular north boundary runs along Mission between 2nd and New Montgomery, along



Messic between New Fontgomery and 3rd, slong Picyenson between 3rd and 4th, and along Missica between 4th and 5th Streets. If it were to prove adventageous to the property expers and lessess, the porth howevery could be extended to include the south pide of Merket Street between 2nd and 4th, and possibly slightly west of 4th Street. Likely uses of the present project area are offices, data processing centers, commercial enterprises, warrhousing, very light seaufacturing, parking garages, and possibly a discount department store and a merchandise mert. Thing of the South of Market Project is not definite, but it may be under construction by 1955 and completed in 1963 or 1960.

At the November election the voters of San Francisco, Alamoda, and Contra Costa Counties will decide whether the proposed Ray Area Repid Transit System should be constructed. All the preas that would be served directly or indirectly stand to gain, but perhaps name would gain more than Harket Street. The Dapid Transit plans call for a two level salesy under Market. On the lower level repld transit trains will mum from the transbay tube to Cough street where they will bronch off to Mission Street. On the upper level Punicipal hally agenticions will run from a terminal su Front Street to the To In Paulo Campai. The streetesy cracks will be removed from the surface. and the spine will become available for other uses. Stations will be located between Sanatra and Menty Spary Streets, between Stockton and Powell Streets, and between Leaver arch and Larlin Streets for both interprises and local tecnsic. There will be an additional station between Polk Street and Von Noss Avenue for Ihmicipal Roilway streetears.

Intrace the upper submay level and the street level there will be a continuous pedestrian membering entending from front Street to Van Feas, if the compentional out-and-cover method of construction is used. However, it may grove possible and desirable to compect the sand and to kere the soldary without opening Market Street encept at the stations. If the letter construction method is used, there will be 700 foot long mexamines at the stations instead of a continuous mexamine.

-10-



Construction of the subvey will not unduly disrupt Market Street. At leastboo traffic lanes will remain open at all times, and streeteers will continue to run. Construction will be done in sections; no postion of the street will be open more than four to eight weeks. Cuts will be placked over while the street is open. There will be a minimum of dust and dist. According to the Papid Transit District's Englacer, new construction and remodelling can safely proceed without four of decays from subvey construction!

If the bond issue is approved by the voters in Towenber, the Market Street submay will be built in 1985-87 and will be in operation, along with the transley tube, in 1977. If the bond issue falls to vin approval, it sincet certainly will be resubmitted because of the larger public investment that already has been made in planning. Following and increased state subventions might make subsequent proposals more attractive to the voters.

The bunicipal Kailway piens to continue remains P.C.C.type etreetcars on the surface of Market Street, or in the
subway if it is built. This is the only type of vehicle that
operates setisfactorily in the Twin Peaks and Suboce Tunnels.
Present motor cosch lines will continue to eparate
on Market Street. The Emploipal Deilway has not purchased
say conches since 1960 and convequently has not purchased
say conches since 1960 and convequently has no of
the latest type. Future orders are contemies d. The
new buscus probably will be similar to those used on the
local lines of the Alemeda-Contra Costa Tunnelt of triet.
No new trolley coaches have been purchased since 1991;
evidently this is not Gan Francisco's local transit vehicle
of the future.

Considerally longer-range in nature are the divic Center expansion plan prepared in 1993 and the bounton Plan currently in preparation. The divic Center plan calls for a connection of 7th Street with Mallister to be out through the Jenes-Leavenworth block on Market to Mallister. All but the east end of the block in to be acquired by the City. Fast of the new street the plan show a landcaped area. West to the Federal Building the property is to be used for a parking lot. Lecept for the Orpheum Theater, all of the block letween Leavenworth and Hyde is to acquired for parking.



Leng-range plans of this type that do not include specific complaintion schedules bard to have a depreciang offect on the properties to be enquired and, in some instances, on surfamility properties as well. Undertain that they will receive full value and untilling to risk a court fact, owners are loathe to improve their properties and sometimes do not even provide needed maintenance. It is impossible to negotiate long-term leases at standard rentale. The threat of sequinition for divid Center empantion may at least partly explain the poor condition of the buildings and the low quality of the establishments on the north side of

Market from Jones to Hyde.

The Civic Center plan shows the block between tyde and Larkin developed with a new private commercial building with the design controlled. The ther or not this will be accomplished by deed reprinctions and thus will involve public exquisition is not especified. We other expension of the Civic Center cate Market Street or across it is proposed. However, the Civil Courte Suilding is to be leested on the Market I Fyrare block, especial to Market at Myde and Grove Streets. Fulton Street is to be closed to traffic and landscaped from Market to Larkin Street is to be chosed and landscaped encapt for access to the Civic Center Piana Cerage and brooks Hell.

The ism Francisco City Flat. Fag Taparte nt, arabbed ty Architect Verio Ciami, cumuatly is working on a Founteen Plan to be comfeted in June 1983. The plan will include the entire area bounced by You wass Avenue, Browing, the ful occadero, and toward Itmet. The Planning "sportment is responsible for the following accepts of the plant pedestrian, automotive, and transit circulation; rapid transit; fractings; parkdag; redevelopment; scaling; and econade and locational spudies. The archiaect is responsible for designing the Portsmouth Plana area, the Powell-Market-Sth Street area, the Civic Center area, the Ferry Park and Indarcadero area, and parking plazas. The designs are intended to illustrate the potentials of these area, to guide purlic improvements, and to inspire private projects. The City's program does not include cost estimates of proposed i prove unts, financial feasibility studies, construction time schedules, or proposed methods of financing projects.



The Downtown Firm will include detailed architectural and landocape designs for two major Market Street focal points: The Fowell-Jarket-5th Street area and the Ferry Fark-Unberchiero area. It is totally for the architect to make certain as to the treet ment of the balance of Market bits to bojically Market Street property amove and tenants may wender thether they need to sponsor a Market Street improvement plan when the City's Founteum Fina will cover a number of the problems that plague Parket Street and will include detailed designs for two focal points. The ensuer is that a privately aponeous development plan would serve a different purpose and therefore would vary materially from the Downtown Plan, though it need not be inconsistent with it.

Mont important, the meed for Market Street improvement is irmediate. A 10 year plan or a 29 year plan will not preserve present values or bring necessary changes in the sent fed years. Consequently the Norket Ciract development plan should be short-rough in nature, while the Doubteun Plan will be long-range, leoking a decade or two into the future. While the City's plan will include detailed designs for only two points on Varket Street, the private plan should prescribe recommended architectural and larlaceme treatment for every block in the study area. The developpoint plan should forms on individual and group grivate projects, although related public projects also should be isoluted; while the Downtown Plan will focus on public projects, and its proposals for private improvements will only be impirational or, possibly, will serve as bases for coning or other regulations.

Continuous, close coordination of the Market Street development plan and the Sountown Plan will be necessary for the success of both. Eincloseous preparation of the short-range, detailed private plan and the long-range, more general, public plan can be subusily advantageous.

MARKET STREETS FINANCIAL PICTURE

Because Harket Street is a vital part of downtown San Francisco, the relationships of Harket Street activities



and those elsewhere in the cantral business district, and, in fact, in the entire bay area, are important to the economic future of Warket Street. The fact that domntown fan Francisco has maintained a high degree of contral city designace is demonstrated by a number of economic indicators:

-peoplie the development of cutlying shopping centers with branches of eajor downtown stores, central district retail makes volumes have continued to increase.

-pountown employment is rising and now exceeds a quarter of a militan.

-Most of the 3 million square feet of office space constructed in San Francisco since 1930 is concentrated downtown.

Major freeway commections have greatly speeded access to the central district.

-New garages and Parking lots have provided thousands of additional parking spaces downtown.

-Although Jan Prancisco lost population between 1990 and 1990, new high-rise epartments under construction on Nob Will and Russian Mill and in the Colden Cateway will strengthen the economic support base of the central business district.

-How botels, such as the Torme House, Josh Ter, Tetrment Tower, and Wilton, execte additional patronage for domntown restourants and entertainment, rotall, and service establishments.

Pountous Can Francisco's regional dominance is the product of the interaction of factors such as these. Financial gains to both property owners and tenants have resulted. As an important part of the central business district, Parket Street can share in these gains. There are three principal economic ressons why there is a strong potential deman for Market Street locations:

1. Dupiness headquarters and financial institutions need central locations in the netropolitan core.

Trims sites are in short supply because of the compactness of the central besidess district, but there are sites of sufficient size for large buildings on Market Street.
 Transit service is excellent, and parking facilities are

located conveniently mearly.

Careful study of real estate trands in San Francisco, and possibly in other regional cepitols, will be necessary to determine the extent of demand by different types of businesses for Market Street sites and if the market will gross stronger



in the future. Cowever, it is evilent that deeped will be influenced by the quality of the environment as well as by such economic funtors as site availability, lord prices, and investment and tax goals of developers. The land values on lower Market Stront from the Pubaresiero to Premidisin appear to be holding relatively steady, and have greater potential because of the tolden Cate redeveloperat program. However, in the financial sector from Fram-Main to Reamy-Ird Streets, Land values already ero higher then the pre-forld for II and ignediate post-was levels. A University of Colifornia Peal Detain Research report indicates that fromt foot land values on Market Etract between 1st and 2nd Corects ranged from \$3,000 to \$1,500 in 1900 compared with \$2,500 to \$3,560 during the 1925-30 period, and \$2,000 and \$4,000 in the early 1900's. Even after offurtment for changes in the value of the dollar, it appears that the upper range in showed 1919 was higher than the levels during the corlier perfeds. Such increases in land values engarently result from price-pressure created by recent real estate transcations and from construction of new office buildings in this sector of Market Street.

The financial interests of Warket Street would be beet served by encouraging the manimum amount of ciffee building and financial institution construction between the Embarcadero and Rearmy-3rd Streets, but there also is a strong potential for these types of land uses in the sectors to the west.

The rotail sector of Market Street still is one of the most important merchandising concentrations in described Sen Francisco. The popular price stores on Market threat are a vital electric of the retailing abrough of the control husiness district. Of the sin major devoters department stores, three are located on lighet. However, halos is soleduled to go out of business. Typically department stores are the major customer-generators in central business districts and regional shopping conters because of their large size, merchandise celection, credit policies, a vertising contrage, and customer lightlies. The "pull" of department atores benefits the smaller retailers and causes sales volumes and land values to rise.



The total retail strength of a business district or shepping center is greater than the sum of the strength of its parts. As the number of department stores increases, their requestion grows disproparticulately strenger. Excely will an "outside" department store be evaliable to total ever space shadowed by a tenant that goes out of business. However, legically one of the objectives of a thribet Street ingressored program should be recruitment of streng retail outlets to occupi the strategically located space vacants by Hales. Detect Regray-ird and Fourth-5th Street, Factor Street

Detrois Hearry-Ird and Forell-Oth Street, Facist Street property values have tanded to be relatively stable over the past 30 years, undoubtedly due in large part to the department store sprength in the area. A few years ago assessed valuation were reduced elightly, prehably reflecting a demand trend in retail sales and store and office rents. Lack of new construction and failure to mederate stores, particularly smaller outlets, indicate a undiscring of the retail section. Each deficiencies tend to be consected; A doesn't remodel because B doesn't. Another source of infestion is renversion of store buildings to poncy area co, hot dog stonels, and "girlie" magazine stands. These kinds of establishments discourse new investment and repol desirable meighbors.

It appears that doople the fact that donntorn San Francisco ramning strong, the retail sector of Martiat Street is declining in vigor. Since the projectly emone, the tenanto, and the City have an enumeus fine total state in Marhet Street, a concerted suprovement program should be initiated inmediately. A successful perforent to enhance the retail come total aspects of the street would give property values the biggest bacot. The first step would be to determine the merict apportunities for new and expends states and service establishments. If it turned out that in jor rutall erpansion is not practical, an alternative mached of arresting the trend toward norginal co a rotal wors would be emversion of store some into offices and fimencial institutions. Remodelling of two har a buildings at Market and Meanny, at the edge of the rotall sector, for savings and lean association offices indicates the possib billicies.

The decline of mation picture theater patrenge is a national phenomenon. In the U.S. movie attendence read of its peak (50 million weekly) in the first few years after the



war. Recently mullenges have defected to about 40 million workly, this during a period of repld operation increase. A reversal of the trend seems untiliply.

The theotome are a genuine excet to Market Structcause they obtreet nighttime visitors. Though the typical
movie potron may not spend a large except of money, the
crowle create an air of activity during the hours when
other derectom stracts are departed. An analysis should
be made of the future of the motion picture huchness on
Market Street, and a program should be insurabled to increase patronage as much as possible. Moreover, if the
study demonstrates that there is a surplus of theater space,
no simple ensure to the problem of how to use the about
desed theaters. The State Theater site new is a parking lot,
and the few is throatedwood with the same fate. In other cities, theaters have been converted to bouling alleys, furniture stores and supermarkets.

Densuse Sea Prencisco is a convention center and an entertelement capital, it would be legical to employe the possibilities of converting surplus nowing picture theaters into legitimute theaters, meeting hall, theater-rest aurents, or night clubs. These and birdler types of establishments could take advantage of the bright-lights stronghers of the ammement sector, as well so the predmity of hetels and the availability of transit service. This portion of Market Street might be turned into a "obox street", a meeta for tourists like the Proclumy-Columbus Avenue area. If people with more money to spend were attracted, rectaurents, burs, and glift whops would find Puthet Street a prefitable location.

Aithough many properties in the general commercial acctor (thydo-ith Streets to Van Ross Avenue) are in deplorable condition, the outlook for this area is not entirely bluck. Comptraction of the Torne Jacob and subministion of the Miltocol Matel are hopeful sions. The Bash of Incoles Nata Prodessing Contor and the Prodessing Contor and the Prodessing

that are typical of large synce-voing faulitius for which

the light and should stimilete construction of the blight and should stimilete construction of the north and outher related cetablis ments on both the north and south sides of Market Street. A study should be made of the most suitable hinds of uses for this special, hilly lond using a significant plant the side that such and the training and two issues subvey stations are



pismend), it may well be possible to attract additional batels; data processing centers and other uses that need close-in but not central locations.

Downtown Inprovement Programs

In recent years, main except and central district improvement programs have been undertaken in a number of major cities. Some of the programs are in the action stage and others already have been completed. These effects range in scope all the very from face-lifting and "enterior decoration" to major electment and redevelopment projects. A significant number of the programs have been spensored by privite or semi-public organizations. The activities of New York's Fifth Arenne Association over many decodes provided a model for other main street improvement programs.

CMENCO: The State Street Council has been responsible for improvement of the street's appearance by encouraging remodelling and providing blooks, information booths and new street lighting. The Council has been successful in persuading the City to develop new paving facilities. Council funds are reised by assessing dues based on annual sales volumes of member stores. The Creater Horth Michigan Avenue Association has sponsored a londocoping program and lighting displays. It has been instrumental in premoting construction of new buildings on and near " of Michigan Avenue and has secured City-financed profit littles to serve the area. The Association's dues are based on property ph values.

MANUTOR: The first personent devoterm pedestricl mall in the U.S. and new perking facilities were financed principally by merchants' and city contributions. A 15 per cent sales increase in the first year after completion of the bentium Kalinico Redevelopment Comporation which will spensor additional improvements.

DE TELLORS: The Lincoln Read Poll Association developed on elaborately landscaped, eight block mall at a cost of (100,000. Double dealed to use located adjacent to Lincoln Read prior mall. The project was figure and the mall is maintained by the City.



STOUVILL: The Downtown Enerville Association is opensoring a SIS million Emprovement process including the Copy Street Processed and Market Square Folk projects, remedaliting and embrying the emjor department store, construction of new peaking facilities and land coping. Already the Processed has been completed at a cost of \$750,000. Adjacent buildings have had their faces lifted.

nection is the two leading department stores with the city respecting. Clustered around an air-conditioned polestrian court are a new 10-story office building and hotel, a telephone company building and 3,000 square feet of new retail space, in addition to the emisting stores which have been completely undernised. A 2,000 car underground garage is an integral part of the project.

PITIAL CH: The Allegheny Conference, a group of private business leaders, working closely with public agencies, has backed major redevelopment of the downtown area including Mellon Square and the 320-sere Colden Triangle

mainta profect.

PARADRAMIA: The spectacular downtown renewal program includes both private and private-public projects. From Cohoer, a \$100 million development of stores, office buildings, a hotel and spertments was constructed on Formsylvania Railroad property with private flasheing. Independence Hall and other extensive redevelopment projects are publicly spensored.

FINITIABLES: Now on the drawing boards is a unique plan for the improvement of Micollet Avenue, the principal shopping street. A mine block mell, with the lambs left open for busses but no other vehicles, will be built at a cost of about 92 million. The Positions Council of Minespolis.

a private sucception, is the sponsor.

Will II, D.C.: Downtown Progress (the National Capital Formtown Committee), another private group, propared a comprehensive improvement plan for the control district this year. One of the immediate results of the plan was the President's appointment of a committee representing both public and private interest to make specific recommendations on the improvement of Pennsylvania Avenue.



Cartain characteristics are common to all the encouncied main street and dermtown improvement programs. Although many of them have been initiated and financed privately, in each case there has been at least strong city comparation and in a number of instances the city has participated. Another essential is close comparation of property owners and tenants in the orea to be improved. But toing along with the crowd really is not enough to get the job done. There must be leadership, enthusiase, understanding and willingness to work and to spend if the inertia of some short-sighted people and the opposition of others are to be overcome.

THE LOW OF MARKET STREET

Although there are some bright spots on Market Street, its appearance leaves a great deal to be desired. In a city known for its beauty, Market Street incolves no admiration and perhans it arouses a little shame. Its unliness is of several klads. Old buildings of no particular scrit merely have been allowed to deteriorate; hardson structures built 30 years ogo or more have been unsympthatically remodelled or vulgarized with blatent signs; and now bull lings of undistinguished dealyn have replaced old ones. The thing that makes streets beautiful . trees, flowers, fountains, sculpture, artful illumination, soil decimed commrcial displays - are lungily facility on ' which ' creat. The things that mile strants a by . grady stone fronts, chaptic jurillas of signs, fueccons of everyond wires, outplantill no of screet furniture, track and litter - are all too prominet. Let's take a will up Farket Street, this time louling at it through the eyes of on architect and a Innibanga excluitent and see what needs to be done to echagee its apparence and to give each afeter a distinctive visual claracter.

A Walk jup Market Street

Start at the Embarcadoro. The unterfront is almost a misness, for the Freezey and the Ferry Building have created



en impenetrable berrier, at street level, to one of lan Prancisco's most prioriess assets - its nerine setting. If topport with the Ray cannot be carbillated by removing one or both whom of the Perry Building, as suggested in an early Verry Park study by Marie Clamps, at least there should be a ground level accede where one could get through to the water and, once there, gain on observation point.

It is important that the "beginning " of Harket Street have a unique and special figure. Remember that this area, now filled, was once the harbor. Is there a way that the remember and color of our lesty unterferent can be recreated without tawdryness? The Ferry Fark bould be a great open space with canals, legeons, and fountains that would revive the marine flavor by actually kringing the Bey back into the area. The atmosphere of Kurepean parts could be injected with handsome paving, sidemalk cages and fine rectour rants. The freeway should be painted ark, and large trees should be planted to suppress its sight and its seames. Difficult as all this may be, cotallish the Ferry Park over as a vibrant, slive, colorful place, used by day and at night, and it will send a tingic up the spine of Hanket Street.

As one enters the financial sector, the block between Spear and Mile Streets on the south side of Market would be an ideal location for a plane chart 100 feet deep, since it lies between the monumental Southern Tacific and Market Duildings. Fordering the plane on the south could seer a yeary tall building - the sauth of an important route into the

city core from the Pain Street frommy us ..

The California Street Calle Cor Plans gives a good idea of t' t can be done to bring delight to) what Street, but under tenately it is very as it. If it could be extended to the fronts of buildings on California Street cast of Drums, the the street is not moded, the plans might be large amough for a gay paylilled that would impresse its visual dominance and provide chalter is the rainy season.

In this sector, the north will of M this bive t has an interesting allbounte of buildings of verious held its and sizes. The angular, upward vistas of California, Fins and Ewch Streets lead quaitenest. Enough there true al-ready have been planted in front of the remoduled building east of Pryls Circ. I, attract trues and nowish, and they well could start up the side servets, are ting a grain for thad to the glimpose into the heart of the city. Thus of room-lady space street trees should be planted in front of the



Combern Pacific, Nation and P.C. 60. Pulldings to give them proper elegance. But on the north elde of Nation, trops should be in irregular groups, hemonicing with the varied buckground, to lend contract.

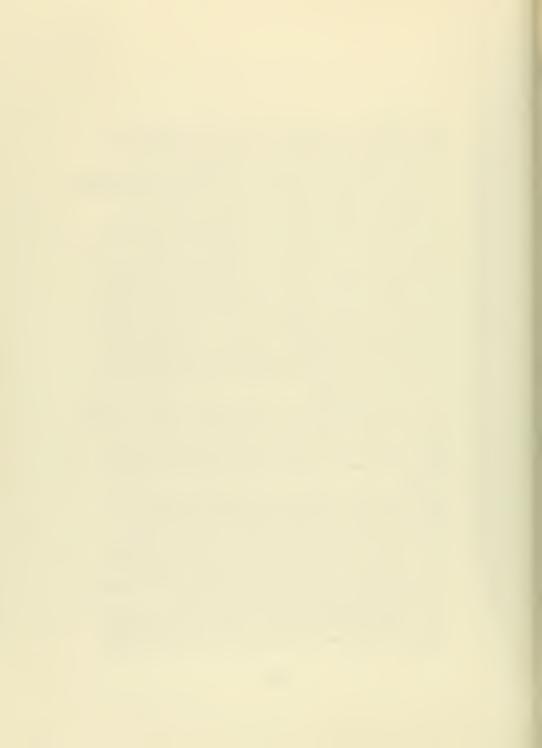
The fixed lighting of the digrified, clausical P.C. and D. Duilding at night illustrates the promise of illumination to enrich the street. The handsome light fintures drawnstrates that symbols can be as effective as signs.

From Davis Street west the graceless commercial quality of Herlet Street emerges. You of the store fronts are shown everage in appearance and same are marred by blateat signs. An outstanding emorphies is the testefully remodelled building on the morth side of Market cost of baris Street with its unified trackment of small slope and street trees at the cost. Distinctive landscape to trans of each black would greatly enhance the appearance of the street. Then repid tracket makes it possible to eliminate the streetcar tracks, planted medians with fountains and sould preach a population with fountains and sould place can be installed. But no one uniform, parlampting trackment mould be appropriate on Harlet Street. It allowed by a sould be appropriate on Harlet Street. It allowed the integrated and organized, but not univided as on the Theth's Tark Avenue.

At the vide intersection of Davis Street, there is a wenderful opportunity for a punctuation point such as a fermiola or a non-ment. The handsome Spreciles Dulling would benefit from tree planting and paving enrichment. At the narrow cover of the I.B.H. Tuilding, on Front Chreek, trees and flowers are builty needed to seften the sentera facale.

Lesking back at this point, one this set that the Ferry Town would rise out of treatern instead of abrietly appearing above the free ey. But how much more sair and leting is this view than the viltes southward on this, besie and Frement Streats that dis poor ultiput visual ascent into a jumble of whempt beliefnes, pathing lots, and bridge ramps! At least, at the end of let Street, the "To" town gives a viete a much made to much. Tree planting, at least as for south as illustrate, would greatly enhance the appearance of these side streets.

o is interny of the beliefur mortanting in the could be oncity. Like the Cable Car Plane, this island could be onlarged by taking over the unaccessary street space to the morth.



The Orem Relievisch Plana is a delight. Fortice that a somi-off it fives one up Cansons Strauti On taley days the place well is such a popular cost that one wealers thather bemobes should be alled. Might layeting of the tress would further enlarce this unique jour of Market Street. The triangular island at Lancons and Sutter giould he landscaped and, possibly, connected with the bluck to the cast. Hood it only be a comprete receifing place for the wary unliker?

On the south side of the street, conceits Crown Tellerback, the recognid front of No. Sib contributes to the comfort of the sidewalk, even if the design is and distinguished. Forticularly in those buildings that house & number of small stores or stands, recessing the frents to create an areads would greatly enlance their eprenance. Hoher Street could be a pleasant pedestrian link with Mission Street. The public library on limbet decreves more recognition than a converted store from gives it. The "TOTS" sinn on this block is a prive enough of a cign that begot a sign that begot a sign? Coal sign design alone could do wonlors for Market Dira to Then will the sign memifacturers learn the lacton that the adverticing and fers that es brancal columniate telephone

The Parket-Hantsamery-Test Street Interroction is one of the busines. It deserves a fourtele, a pires of stuffture, pirating. The pipe barries is that restouis edictries are egly? bolinrds with chains could do the erms job handest ly. The Filece Wotel gives a facility of richt to to this intersection, and its might in being (trange for the roof sign) is emerb - an occis in the mills of gloom. But the bell they would be greatly entraced by planting letter trees on Harlot, flow housementy and Armie Sizatise Armsus Market between Continuous and Charey, low everyles would m ha am attractive contract. Her plana at it rould be if all the moreheurs on this block not to other and nut up oneings of harmonious color and durign! The one on the Londones Book Store should be copied by its nof libers in the came building.

At Montgemery will be Iscated one of the five local street. our and three interprise regid transit submy stations on Market Street. Except in Noccey, subway stations are



traditionally simister, ginemy, daring mistermenta reserveways. In fact, the for Promotice Police Penertment alleady has errored distinct about the possiliting of a combinsous percetrian messanine. This level of the curry could be no 'e inyful, sale, (and profitable) by eponing it to the sby in the midle of the etrest when the car tracks are removed. The podestrien concourse would have frosh air and smallfile; it could be planted. Along both sides could be smil chaps, booths and stands set badt for enough from the epen area to leave space for covered wills. ful, of course, there would be entranced to the stores on limber Street along and they violets displaying their march-udice. If there ware escalabet ecocas to these computees, many people would use than instead of waiting for the signot to change before propoling the object - and some could step to patronice the communical culture. The menoralize muld be lively and attroctive and would produce substant tial income for the Parid Transit District. And with the stations open to the shy, Markot Street would gain a unique dimension that would add to its visual appeal.

The Recomp-Coory Street intersection, on important gatevery into the heart of the chapting district, conveys only choos: pointpian, validation, and virusi. Totaly letta's Ferricia is lest in the hall. h. It could be proved to another site, but this is three Tetre ind one. So thy cen't the fountain, on its tight little falcal, la given e fighting of ace? Actors the street, the from hor, a very significent building, is clust and and allost arongmen at stated level. The move imposit not a building, the move el marcut its image phould be. The Orn Drug eigh of the south out comes is two-di or found mayben. We rould rether not look does On't Strout, but there is nothing to block the view of this degraded petch in the city's labric. Would a dies or a block for the policemen usually sttion od in the interpretion and a charge of pro- t in the emodernik divere eltentien from this line tour it ilea the South of Harket or feet only is real level trans-Corning Bed Street into a land a not book and the fag the control electron and the Cal. so then a well be east bered.

Creat Avenue offins probably the most inviting vista of old the streets that intermed Heavilt. The You handlesse (mertican Trust Company on the west corner tours with the old Union Trust Building on the cost corner to sain on



clayant portal to an elegant abyping stront. This a good look at ian Prencisso's must ben rome wellbox is front of the American Trust. Her compact le it is with the builting it serves, a splendly or all a frock libbes' series sign. Across the stroct and up the flock libbes' series demonstrate what causes can do to ordense a building's appearance. Now stead on Creat avenue, and look south scroes Harlat Street at the four low buildings that terminate the the view. Implies then set back to foot to make room for a little 'mail' with greenery, special paving and a biosk or flower stand and a light-wise building build. This hind of improvement all t altreat the Greet Avenue ladies to the across furbet threat.

The unlergy block between 3rd and 4th Streets has a feded cheetle visual character, despite some high class tracets. Arraics, now complex, interesting poving and street trees would help. The lefty fank of America building should have its face worked (not lifted) onlits fore gildel, for it is a

hondoome ismirate on the week side of Harbot Circut.

The north side between Grack and Stanlers is desinated by Roos-Abkins; it has been destainly until a cuth adjacent stores almost to the point of delinion. turil: A revil shorting area mores variety; uniformity, even then well

done, can be deadly.

The perfolag let es the State Simples eite sugrests what could be eccomplished by exceeding a fer beened place. with a gardy a burn on h, brouding the mount of (and ting) buildings and (proposed) street trans up finitio. Dally a new bulling on Sincorpon Caroot and the Fork of Printer could fromt on the gloss, in effect doubling the "higher Street for togal and elimeing the volume of all some nding . d bloom all "emply oils to apath of a soldbonk and the gong sin to reach ever to Mission, a street that ross blindly on its very with notice a tie to Mariot. (The of place of "LIGHT on the new parking lot is one of the rest of outire on the street.) We come type of plane with a bigherice building couth of it on Common Surret, which could be erorded with truffle running through, also would be aprosprints in a mid-block location. How it would trible the amount of valuable frontege and probably for more than pay for itenis.

In front of the Eurorium, White Street is a plannant place. The appearance of this hardone builting will be enhanced by the recently planted except trees. There should



be special paving across the aldered; and enterding across the street in the executive to accomplise the declarate of pedastrian over valuation traffic at this identica.

The view morth on Penell Street, with Neb Mill in the background, is particularly emiting. Now difficult it is to
appreciate the scene with all the clutter in the fore-yound;
Even the grand, cli Benk of America Putilling at Perell and
Eddy has been defined with a memoth timpicae burning
wiscellaneous adverticing macages. This is only one of
many handowns buildings that have been wounded by charp,
thank, younghours. The Crecher-lagle Benk, the kibernia
Beak and various branches of the Bank of America all have
ouffered at the bents of the simmiles.

The flatifum building at Market and Eddy is a howevalue example of how a small but strategically placed building can set as an account for all the visual track in the eras. Even its provehas been emploited with a testeless, round coronal that, compled with a specimen garden of man-ande parset litter, assaults and haracous the polectrian. The full learth and half the height of this building ove completely obliterated by painted signs. Even the windows have not ecorped. And the coup de grade is scalinglered by four

impones billboards en the rest.

The view south dawn Sth Carnet from World has literally been thrown arry. The historic old Mins and the inter-cening Caronicle building should be brought into facus. Would trees of the Mint, with the Caronicle towns rising above their tops, indicate conthing special here?

Pecacys is a good comple of the testedel resoluting of the ground floor of a fine, old building with careful signing, streat trees, and one of the few flower strains on the south side of Market. Contract this with the ugly new facals of Woolworfthe diagonally covers the street that surdice the lower obsides of the ence elegant Flood building. This is only one of many handours, classic buildings that have been remodelled insometively, sawing Market first to lose much of its distinctive, lordly character. Then stores are given now fronts or entire buildings now ships, care should be taken to ensure that the new has a sympathetic relationable with the cid.

On any of the long blocks in the retril sector, pelicitian erec he through the ground floor of buildings or he two athem would provide until commetices which pending ficialities on the streets north of burket. Not more



than 23 feet of furnished would be look and much were would be grived along the erecies which would be represented for these for small shape, edges stands, absorbed a chose which would be represented to the combital ments.

And now we write at the ammonical sector. Even the meed and missing of the enough here is different. People lefsurely mandaring, stoping, locking, surgion; nowy services men on dray. Somewer carry and jump the street in the decignod to encomplise it to the meed of the people. Let's engantee it so it really has the draffine printy and the mid attime fractory an ammonished district should have. The refreshment stories and other or it exhibitions to that alound here could be electroned and recorded in arraces to or atsinates pockets out of the current of the attent. The self-defecting contract of signs that class their very out to the cubb time should be replaced with fit at me that and be as less pay and lively but could be seen. Within the arraches out of there there should be benches (without advertising reseases). One chould be able to sit on something besides trackers, or leas on melibouse. Colorful flowerhod would be very cuth in key with the character of the area.

The powle theaters, it comes, should make a concerted effect to opruse up and to rectors some of their tarablead epleader. Cortainly one could do latter than the respected United Artists with its repaintable billhound facade and wind attenders. The theaters are too for sport with little interior between them. For any till tested by installing specially designed, here light etandards interspected with the embating onto, or exchange if he attend the sidewilles. Design of electric simp would be correlated with the illumination.

Planting street trees along Mediliables Street will entirely he like the the Civic Center. At 7th Etroph, it would be a herry thirt to here a plant to make with a street, such as a fountele of some the file of the of the controls of some a plant of the controls of the c

From here well, Maintet is in moud of major of the Uniformatical Control of the much discussed, had never implemented, effort to this civic Control with Mainte Street. To do this effectively, suscepting views into the Civic Control with the control, and, come worky, the victure from the Control to the first forced and not termin to in junts. O justice the Maintefulcon intermedition, thy not a place on the court side of the street to severant of the first control of the civic Control of the courted one, the two blocky to the affect of the place of the most up, and the first health block is reconstructed (, , , ,) is the place, views into the Civic Control should be executed. Thus for Civic Control of the most beentiful in America, could have transalous surport to the first to

The Terms Result curtainly asols extrang tree planting in the persons lot. The gigantic pointed sign on the east and of the adjoint builting of the relation for the ferms frame from the struct. That, take, the first of the faction frame frame from the struct. That, take, the first of the faction for the faction at the relation frame from the structure. The first of the faction of the elevations. A pood incling posts or into, equals paris, and are not into of the least space of the continues as that the columns would require the patient of the builting frame include.

Across the street, the Piegeer Heneman nouls space of its own in a place, to be

e, mainted.
The trountly remodelled building on the senth of corner of forch and little constance of the transmission of the force of the senth of t



The manufact with the state of

It is clear that hardet firest argently asold improvement, and it is equally closs that there is a strong base from which to start. Record developments, projects near underway, and others in the planning start program for the satire stract. It is to have the satired effect, the improvement plan should be committelly of at terms in nature. If it is not substrationly correct out within five years or on, I'mle form to all may have retragreesed prot the point of no return, as inve the male stract a cold in y U.S. withes. It would not sense it the improvements were completed at about the sum at the satire as the repid thensit subury opened (1967 if the boul issue is approved this year; prohibly not over them a year or two later if the measure has to be resultated to the voters).

All five sectors of the street should be attached at ence. Hone can their as leng so turket Street is not a good address. Fact experience has demonstrated that piecessal

or spot improvements will not assemplish the new had resulte.

Each private and public projects should be included in the plan. Improvements for all private properties in need of change should be indigned in sufficient intell to estimate their costs accurately. Other projects not on private project, such as lighting, street familiare, paving and laminoring, that may have to be privately financed, also should have pricetage put on them. Every property comes and tenunt should have sufficient information on which to have a sound judent as to challes investment in the proposed improvements will be financially untability. Satisfy property jets included in the plan should be electly porcal to the private development program. Here again cost estimated will be essential so that emplied every form as to be jeted year by year in step with private singularies to that empired theres am he be jeted federal aid for every deliar sport on projects. The City will receive two delices in federal aid for every deliar sport on projects.

Davelepment Fregrens

To accomplish these objectives, a major private-public effort will be escential. There must be a financially feasible improvement plan and a strong, active organization to carry it out.

Improvement Plan:

Proper time of a Northet Stiffeet improve out plus will involve five stops.

1. It to P Strokes, both substace communitation with analyze product twenth in property values, couls of wrent improvements, such and must set a with these communitations community of within a call mot set a with these communitations and in companies to an important action of the control of the study and in the state of the control of the study and in the state of the

(in this case it would be more urgently needed than ever).



buildings of the past by contract look real, solid and permaent, even efter this

und miraings have been elected.

Pends of America Data Processing Conter could be the brother. The arm pends of America Data Processing Conter could be the brother. The egly low buildings on the north-cot and could west corners, supposed by billboards, are the elelante indignities and should be replaced. Street trees on Van Hess would load one back to the Civic Conter.

Reflections and Cocervations:

As we have called up Harket Street, we have mused on what we say and fronty improvised on how it should be changed. These are escentially studen ispressions, epentaneous iloss, it that have in yet to be critically studied. However, it is elear that two estagards of change are needed. One is a program of paivate relabilitation such as successfully transformed Johnson Square and Halden have in relatively for yellower. The other entegory requires the artion of public agranics: the Oity, the Foll relationst Agency, the Pepid Transit District and passibly one or nore a well as a moment districts. The two programs should be closely continued by I. In design and timing so as to be mutually suppositing.

The public projects - lendscaped mediens and planes, fountains, sculpture, eyen pedestrian conceurans in the submy - are essentially linear and will tend to be monumental and rather formal. Fur the five Parket Stronto of all laws five distinctive characters, and when landscape design appropriate for one will not do in the others. Within each of the sectors, private inprovenants can be not consciously checke, multi-facetted, prismatic, but to achieve the desired effect they must be

corefully designed and coordingted.

Then a building is remodelled, the basic design and structure of the original should be relained. Its relaiments to edjacent buildings should be considered. Applying terms cotte and all incr as commentes simply results in a class lowlying, multi-story "store front". For includings should have the scale and character of their sateings and respect their states resident. In every case plans should be an interest part of the design of the etructure, ast emphasisms. In each design the projectly of the condition of their case sign control district, establishing distinctively appropriate design emitation.

On our welk up Market Street, a veriety of tree trutts, renging all the way from new amings on emisting buildings to new high-rice buildings fronting on plants, who suggested. Considerable I miscoping is mealed, both on price to properties and in the street. Therefore possible, the tringular folice is on the more boile of Ford a Street should be folice in this their percent blocks and is because out if the life pattern must be characterized on the more trained to the pattern must be characterized on the pattern of the trained to the trained to the survey ling or as a Street furnitums - negation is, florecuterize, planters, electroliers, without, the control of pattern in the control of the color of the control of the sector in thick they are located. The City shall attending the confrolm errors of efficient almost that sprout from almost every pole, so that they can be populity stand and unimported.

Chiliful illusination of building and discret silve the compositive of the mighton po. The humbour electrolists, duting from the 1215 Feir, are not as well and teined as they should be. They will be printed different colors in district a stock of it at a threat, possibly this pold compositive the instant on the City of the first test in the colors of the test in the colors of the first of the

A charrful visual note would be solds if the local shappers shattle unto me on one, award covered, self-powered electric train inchest of just enabler motor on old hany people no out of their way to ride the dable car; a colocial chattle might have the same effect.



2. That proverties Studies. City planers should mile a ditailed formatory and en lysis of filter t development and improvement projects that already have been er outs d. The clicks of the folder Cohorny Prim imposed Droj to and the Forey Purk, the South of Market Relayaber mant Project (with and with the loss toring charged), would arenable plane, the Municipal Radiusy's plane for surface to make, the Parking Authority's pions, the Civic Center plon, and programs of the Forman Pion should be existedly analyzed. This has present function I find for of Market Street into five secons is adventogeous, and ben this mills be charged should be e plored. An investigation should be made of the adequacy of qualent parking f cilities perving II what Street and the entrat of fulure nowe, insul on the came altern denocurations as the market studies. Prescut and preferred fairne traffic volumes and patitioners similarly should be stalled. All of there invadir films much be made looking at Market Strong in the content of the carize could be income district. The planners should output recommendations on the future uses and character of each of the sectors of Markot Stanct and their Same Hate tribetary areas, and recommendations on parking, traille election end to muit.

3. DISTINGULATION Which designers, prohitects and healsone exclusests should propose a detailed analysis of the present expenses of Harlet fluent, bill by the thought and lot by lot and deside that absult be conserved, what should be should and what the changes should be. The architects then should propose publicarry plans and cost cotimates for the recommended treatment of each proposty insiding refer like a sea cotimates for the recommended treatment of each proposty insiding refer that for a sedicativities character, it might be advisable to assign each sector of inside the test distinctive character, it might be advisable to assign each to a different prohitect. In this case, we avoid juring require, one first chuld be represented for commenting all of the designs. The less some applicates about the public for comments and cost estimates for the twentment of public and private plants, streets, eabout comments, and the cost of the conditions, single the public as a little interest, formation, sanithers and clear open appears, including such it is at a little interest.

Other architects and inniverse architects any be retained by public grant to prove our as,

lacees, then herearching the City, and the Legis Te. no to ideales to propose the decided plans and working drawings of the projects as they are construct to This will be satisficatery, in fact decimble to avoid a team of the religion, provided that the construct of the original, occult, bed dealers are followed. Not less to say, the profile corp plans will be occurred for or finally cast.

4. The most consultants, the next step will be a firmful fe of litty study, made by the rank orbits consultants, comparing the tile to desire of the purposed

improve the with the projected benefits ally will yield. Their offices as soins volume, not purity values and ments over their on the for purit's not the relative fine fact that a compatity relates program will being the terminant that in their individual invertees in improve the should be tried in the account. The first individual of this ending is and be controlled various and of flactoing in this be controlled to the first individual primate for the controlled f

the entirement improvements; and projects unlitered the learned pour of the interest of the first start of a pro- or or, the interest of the interest of the pro-

the Collins is if this and the other economic to let 1 the form of a Collins the Collins of the

diving the a condition of the will process.

The conduction of the forever of the total to the conduction of th



combinations of those factors. The formula soluted of it be adjusted to give smilt to the count of work involved in planning particular scenare, blocks, or projection. Escenae of its great financial stake in the fature of the little to the cost of the plan, as well as paying for its share of the improvements.

permanent Organization

To spender proporation of the inprovement plot and to be perpossible for its being corried out, a parament organisation of Markot Stipest property comes and be incremen should be formed. The Forket Street Development Traject Steering Committee could be the nucleum. The expension should have a budget sufficient to explay an encould addresser and necessary staff, to sent offices, to retain consultants and incre other expenses inclinate to properly the plan, and, next important, to encour a that the propers is translated into action. Dues in the exceptioning could be based on the same formula

as chealer the cost of the plan, or a veriction of it.

teperiore in cities with successful development programs dependential that continuous coordination, surveitience, predding and promition will be accessive. A simple individual, with the ability to inspire conflicted in the property cancer, the highest on and the Cityli, must work full time on the job and be must have adequate stall surport. He will be responsible for raising funds to disance proposation of the plan, for checking on process on the plan, for ensuring that the property on the plan, for ensuring that the property is cattled out on sulpidit of its property and for ensuring that the property of all require continuous of a cat with private individual and property three purposes of the firment of a cat with private individual and property involved in the classification of the property of the supplied three purposes of the property of the supplied three training that the class of the purpose of the property of the supplied three training of the purpose of the property of the supplied three training of the property of the supplied three training of the purpose of the property of the supplied three training of the property of the pro

Puring the per id than the program to being correct out and efter it is corrected, the employeem also could early in various estivities to prove business. It should take all stops may sory to etimiste any private and public insect out in tasket Street. And the acceptation just be continuously on the elect to assure that projection are alequately uninvalued, that enti-litter and other applicable eral mass are enforced, that have business establishments are appropriate and that now improvements

conform : ith t'le plan.



Report writing and project coordination: Lawrence Livingston, Jr., Livingston and Disymov

Market Street's Piccoelal Picture: D. R. Merhort, Larry Smith and Co.

The Lock of Market Street and design concepts: Jacobse Malprin and Donald R. Certer, Laurence Halprin and Association Security. Rockelse and Matson.

Drawings: Dennis Wilkinson, Laurence Halprin and Associates

Repert Design: C. Domn Smith





68 PAGES SUNDAY 25c

CCCC* * * N FINAL

THURSDAY, JUNE 7, 1962

SUTTER 1-2424—East Bay, TEmplebar 2-7343

Goal for S. F.--Market Street 'Like 5th Ave'

Civic Leaders, SPUR Map Revitalization Program

The Crown-Zellerbach Building was deliberately designed to front on Bush St. because its owners didn't want a Market St. address.

This indication of the sinking reputation of Market St. was presented • The services of an archiyesterday to a group of men tect to show what can be who want to rescue that repu-done to make present build-

The group-property owners, businessmen, and mer-nator for two or three years. chants whose interests lie to keep everyone aware of on Market St.-assembled in the board room of the Crown-Market St. Zellerbach Building at the invitation of the San Francisco Planning and Urban Renewal Association.

PROGRAM SET UP

the Market St. of today-a easily. mixture of attractive structures and older buildings that face a constant nicbling from the cheap, the gaudy, ministered by a special comand the shrill.

some of the major thoroughfares in European cities

And finally they agreed to see what can be done to transform Market St., San; Franciseo's widest and most! Fifth Ave. or Paris' Champs, the fund-raising. Elysees.

astically to a three-point pro- the City Planning Departgram suggested by SPUR ment is beginning its study president William Matson of the downtown area. Roth. It would include:

made

ings more attractive.

• The services of a co-ordiplans and projects affecting

It would take \$30,000 to \$40,000 a year for two or three years to do all this. Roth said, and the group gathered vesterday indicated First they saw movies of that this could be raised

FUND RAISING

The money would be adinittee of SPUR, made up of Then they saw pictures of merchants and property owners on Market St. as well as specially-selected members of SPUR's executive commit-

Roth said he would appoint prominent houlevard into a steering committee of five something like New 'cork's or six members to organize

He emphasized the impor-The group agreed eninusis tance of the project now that

Among those present at the · A highly professional meeting were J. D. Zellersurvey of Market St the bach, R Gwin Follis, Albert people who use it, the areas Samuels, Jerd Sullivan, John they come from, the things Merrill, F. Marion Donahoe, they re looking for the Walter Shorenstein, Jack changes in Market St., and Hanford, Edward Gauer, Wilhani Morton, Richard Oddie the changes that should be Ben Henley, Jr., and George Rockrise.



S.F. Chronicle, June 7, 1962 (front page

Plan to Dress Up Market St. Drafted

A plan for sprucing up and improving Market street was informally approved by about 20 of the street's biggest property owners and merchants yesterday at a meeting sponsored by the <u>San Francisco</u> Planning and Urban Renewal Association.

Chairman of the group is William M. Roth, As-

sociation president and a director of the Matson Co.

Other members include former Ambassador J. D. Zellerbach; R. Gwin Follis, chairman of Standard Oil of California; Albert Samuels, Market street jeweler; W. H. Shorenstein of Milton Meyer & Co.; Ben Henley of Coldwell Banker; William Morton of the Crocker estate; Jack Hanford of the Emporium and President Edward Gauer of Roos-Atkins.

They approved a plan suggested by Roth which would involve contributions of a total of \$20,000 to \$30,000 a year for two or three years.

With this support, Roth said, the Association would set up a Market Street Committee including the major merchants as well as some leaders in the planning group.

The money would be spent by the special committee to conduct a professional survey of the present situation, to employ an architect and planner to propose solutions, and to hire a co-ordinating secretary to keep in touch with both private interests and the city's current downtown study.

The need for action was emphasized at the meeting by a showing of the KRON-TV film, "Market Street Blues." S. F. News Call Bulletin 3
Thurs., June 7, 1962

Market St. 'Face-Lift' Due

A "face-lifting" for Market st. is in the making.

A score of merchants and owners of property on San Francisco's best-known street gathered to consider their problems late yesterday, under sponsorship of the <u>San Francisco Planning and Urban Renewal Assn.</u>

The upshot of the session was an announcement by William Matson Roth, SPUR president, that he would name a committee to administer expenditure of \$30,000 to \$40,000 yearly for two or three years to spruce up the street.

This money, under plans outlined by Roth, would finance professional studies of the thoroughtare's deficiencies and employment of a co-ordinator to work out solutions. An architect would be selected to show how existing buildings could be made more attractive.

Those present at the session with Roth included J. D. Zellerbach, R. Gwin Follis, Albert Samuels, W. H. Shorenstein, William Morton, Jack Hanford, Edward Gauer, William Morton, Richard Oddie, George Rockrise and Ben Henley Jr.



San Francisco Chronicle

Charles de Young Thieriot, Editor and Publisher George T. Cameron, Publisher 1925 to 1955 Founded 1865 by Charles and M. H. de Young

PAGE 34

Friday, June 8, 1962

CCCCAA

Plans for Market St.

NO PROPOSAL FOR URBAN RENEWAL yet brought forward is more deserving of or more likely to receive enthusiastic, city-wide endorsement than that for the restoration of Market street to its rightful dignity and grandeur.

SPUR—the San Francisco Urban Renewal and Planning Association—which has suggested a program for rehabilitation surveys and architectural studies, and those merchants and property owners who have indicated willingness to finance the program to an extent of \$30,000 to \$40.000 a year, have surely earned the city's applause and heartfelt gratitude.

THE DECLINE OF MARKET STREET has long disturbed San Franciscans, especially those who recall its wide fame as a grand boulevard, broad, busy and attractive as intended when it was laid out, diagonally, "from Twin Peaks to the Ferry." What was once San Francisco's pride has indisputably degenerated, until large stretches are disfigured by shabby, rundown buildings; honkytonk enterprises, and a sad air of neglect.

It is the bright hope of those behind the new proposal that Market street can again be brought into a state of exciting attractiveness to compare favorably with the main thoroughfares of the world's great cities. It was planned to do just that, and it may well do so if the plans now in their infancy are wisely and diligently developed.



Market St. Rescue

Editorial Page of the San Trancism Examiner

THIS IS MARKET STREE

T LAST something is going to be done to rescue Market St. from its encrustation of the sleazy, the grimy, the tawdry, the decayed and all the liber evidences of far too many years of neglect.

At last something is going to be done to turn farket St. into what it should be, San Francisco's roud main stem and one of the world's truly tractive thoroughfares.

Important business and civic leaders have one the initial spadework for a well-organized, ell-supported Market St. restoration program that

, finally, more than just talk.

They all have major downtown interests. They is willing to spend money and time to do what

as so long needed to be done.

We like their spirit. We urge all who have the me vital interests in downtown San Francisco join in. The Examiner, itself a Market St. instition for more than 75 years, is in for the duration the good fight, however long that may be.

Once again, the fine hand of the San Francisco lanning and Urban Renewal Association has figred prominently in an organizational effort geared the future. Its concept is progressive, and its ral is contagious. SPUR's three-point outline of relited procedure involves surveys, employment of relitects and co-ordination of plans and projects his is admittedly preliminary, but the right way begin.

Many things augur well for this concept. The car-long study of the downtown area by the Planing Department will provide useful guidelines, he Redevelopment Agency's South of Market

roject has vital Market St. features.

The refurbishing of the famous Market St. Path of Gold' lighting system by the Department Public Works is coming to fruition in a timely ay. The planning Commission's contributions of an imaginative sign control ordinance, now nder study, can be significant. The middle Martes St. areas may be triggered to new growth, when he Eoard of Education makes final decisions in the fall about the future of the old Lincoln school wilding at 5th and Market.

Spectacular restoration has already been acomplished on lower Market. The Crown-Zellerbach ailding, the contemplated Standard Oil building, the projected Golden Gateway complex of residenal and commercial towers—all offer evidence.

The restoration of Market will not be soon reemplished. The decline represents many years a neglect, indecision and inaction. The repair ill take a lot of years, a lot of money—but most all, a lot of concentrated, dedicated and imagiative foresight and energy.

Last week's initial step was in the right spirit.

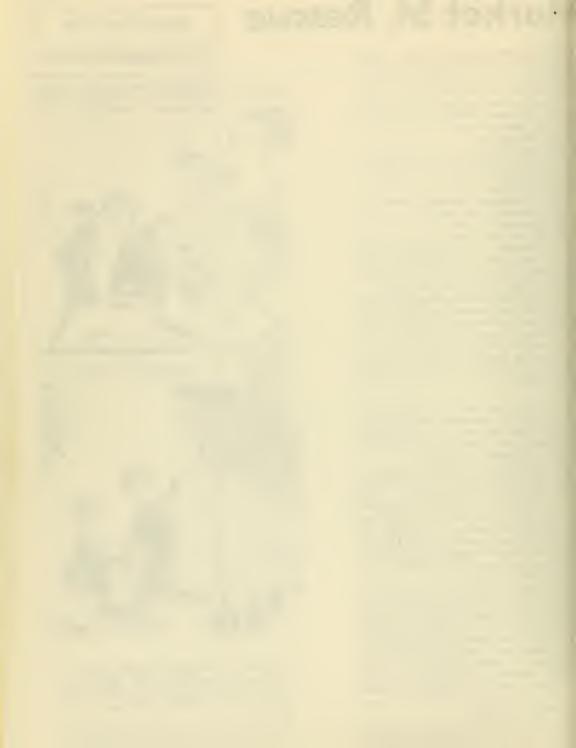
rising crescendo, that spirit will get the job done.

Major responsibility for Market St. restoration



is on us all. City Hall has it; indeed has always had it, but has not always met it well. The personal attention of Mayor Christopher is needed, and of Chief Administrative Officer Duckel, and of all the Supervisors.

The Examiner commends those who have given initiative to the movement, welcomes all others to the ranks, and pledges its own undeviating support.



Friday, July 6, 1962

New Fun Arcades Barred

No new fun areades will be allowed on Market St.

The police are refusing to issue mechanical amusement device permits for any new areades, or for additional pinball games or peepshows in existing areades there.

The police permit bureau has invoked the ban, joining in the eampaign to elean up Market St.'s honky-tonk atmosphere, The Examiner

learned yesterday.

SLEAZY ATMOSPHERE

Police Chief Thomas Cahill said:

"We are ec operating with the San Francisco Planning and Urban Renewal Association, SPUR, and property owners, businessmen and merchants whose interests lie in Market St.

"Market St., as our main thoroughfare, is something the many tourists to the city

want to see. "Fun areades, with batteries of pinballs and peepshows, give the street a sleazy atmosphere. And they attract

undesirable elements. Deputy Chief Al Nelder, who acts on issuing permits for mechanical amusement devices, added:

SATURATION REACHED "The ban on these devices will extend along Market St. from the Embareadero to Van

Ness Ave. "Legitimate establishments. such as a restaurant, could be issued a pinball permit on Market St.

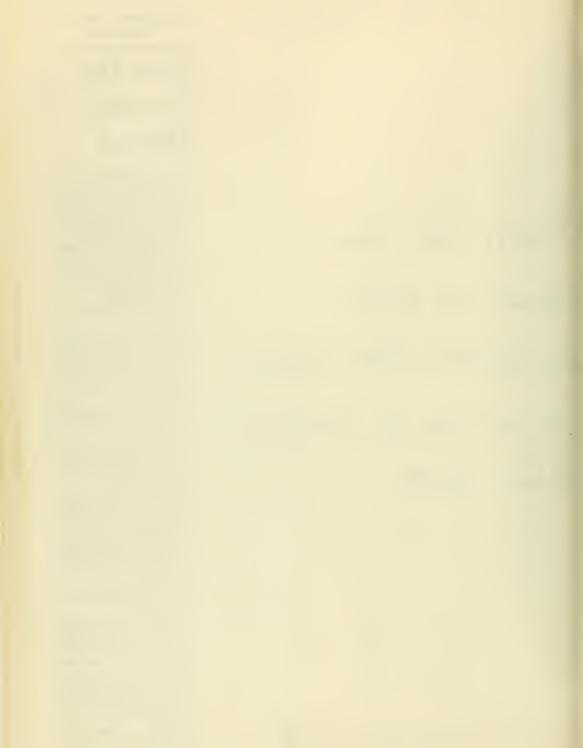
"But we feel the saturation point has been reached on any new fun areades, or for any additional mechanical amusement devices in existing areades there."

The SPUR eleanup eampaign is hopeful of face-lifting Market St. to make it "the finest shopping street in the eountry."

Its aim is to remove the cheap, the gaudy and the shrill

Results from your are indicated in these chippings her will keep for pasked on

KSUIS.



NAILING IT DOWN

San Franciscans Plan New 'Super' Market St.

SAN FRANCISCO—We never expected to encounter a thing like this, but people up here are throwing brickbats at one of their proudest former boasts: Market St. They don't like the "Slot," and are flexing their civic muscles preparatory to doing something about it. And everybody who lives in San Francisco (that includes us) wishes them all success.

Seems San Franciscans have long been dissatisfied with the looks of Market St., which The Examiner describes as "a mixture of attractive structures and older buildings that face a constant nibbling from the cheap, the gaudy, and the shrill." It was even pointed out that the Crown-Zellerbach Bldg, was deliberately designed to front on Bush St. because its owners didn't want a Market St. address.

It was in this handsome structure that a group of property owners, businessmen and merchants whose interests lie on Market St. assembled to discuss the problem with the San Francisco Planning and Urban Renewal Assn. This group goes by the abbreviated name of SPUR.

The conferees, who would like to transform Market St. into something rivaling New York's 5th Ave. or the Champs Elysees, endorsed a threepoint program suggested by SPUR president William Matson Roth. This calls for a searching survey of Market: the people who use it, where they come from, what they want. The second phase would be hiring an architect to show what could be done to spruce up existing buildings, and the third would be getting a coordinator for two or three years to keep all hands aware of plans and projects affeeting Market St.

The SPUR folks plan to raise funds for this, the target being \$30,000 or \$40,000.

The San Francisco City Planning Department also is launching a study of the downtown area.

There's considerable high-rise building going on here, improvements are

Please Turn to Pg. 14, Col. 1

under way at the airport, and all in all, "The City" is showing quite a lot of hustle these days.



San Francisco OF THE

Chronicle



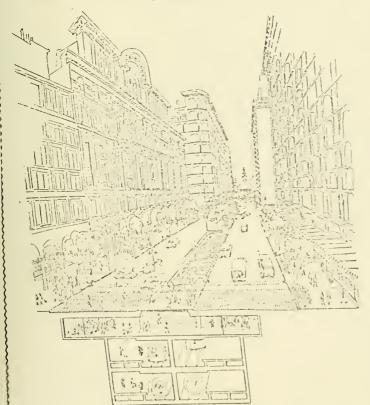
DECEMBER 12, 1962

10 CENTS

ec

GArrield 1-1111

An Elegant Market St.



This is what the city design experts suggest as a treatment of Market street opposite The Emporium after the existing streetar tracks are removed and the Muni lines lowered

to the second subway level, with rapid transit trains on the bottom level. The mezzazine level, at five subway stations along Market street, would be opened to the sky.

Rush Plan By City and Merchants

The major landierds of Market street and the City's top officials yesterday agreed to wage a joint war to keep the famous artery from further deterioration.

They reserved to jush through a five-year face-litt-ing program to convert the downtown sections of the street into a boulevard in the tradition of the Champs Elysees in Paris and Fifth avenue in New York

Some of the reforms proposed would be minor, such as getting rid of testeless lighting. But in other cases, the merchanis and landlords of the street would be asked to taze buildings to create little plazas or elegant arcades linking the boulevard to other major shopping areas.

The ambitious project, extending from Van Ness avenue to the Eay, would be financed mainly by Market street businessmen and myestors. They are contident they will get a big payoff.

Their proposeds — to be used as a guide for later plan

See Page 18 Col 1



The New Market Street

From Page 1

ning-were made in a 39page report by a team of city design, experts headed by Lawrence Livingston Jr. The over-all goal is to eliminate the junky, tawdry, down-atthe-mouth character of the street and glorify good existing structures by this kind of

- · Tree planting, both on the artery itself and on leadin strects.
- · Opcning mezzanine fleors at five of the eventual rapid transit subway stations to let in sunlight-and create garden-like atmospheres
- · Scutting roof-top biliboards and disciplining ugly and oversized signs.
- covered walkways.
- cades through the ground film on "Assignment Four." floors of some buildings.
- · Constructing pedestrian islands at the bizarre threenorth side of Market street, to avoid confusion.
- · Building tiny plazas and parks with sculptures and benches.
- · Creating "harmonized" rows of awnings.
- · Cleaning the fronts of dirty buildings-and enforcing litter control.

The report was presented to 200 Market street businessmen and City officials yesterday at a meeting called by the sponsoring Market Street Development Project, an affiliate of the San Francisco Planning and Urban Renewal Association.

Livingsion estimated the market value of the property in the project area now totals about \$320 million.

If the five-year plan went through as tentatively proposed, said Walter H. Shorenstein president of Milton Meyer & Co., and finance chirm a of the project, the market values will rocket to more than \$1 billion.



AWRENCE LIVINGSTON Headed the design team

· Setting back rows of chairman of the project com- gram like that which "suc- the cost of the plan, as well store fronts, in some cases, mittee, told the meeting in cessfully transformed Jack- as paying for its share of the to make way for attractive the Sheraton-Palace Hotel son square and Maiden lane in provements." It also asked the program was inspired by in relatively few years." · Building pedestrian ar- a KRON-TV documentary The film, "Market Street ing reforms in the street special meeting of Market the aim of tying in with the city planners, in association

Mayor George Christepher transit subway system. told the meeting the program The privately financed tests: Rockrise and Watson, weuld receive tetal co-oper- plan weuld proceed through architects, and Larry Smith ation from his office.

enterprise in our city," he sultants.

low economic value of the involving the big street. street, said the revamping . A block-by-block design project deserves citywide analysis specifying what ing from the tax base of the what changed. downtown area it is just adding to the general tax bur- economic benefits would ac-

dorsed by Peter Tamaras, explore means of financing president of the Board of them Supervisors, and Adrien

for December 19

The private rehabilitation Transit District. envisioned in the repert

need for carrying out sweepwas shown at a within about five years, with by Livingston and Blavney. street intersections on the street businessmen last May, planned opening of the rapid vide Lawrence Halprin and

these steps:

'This is the most important! • Exhaustive market ants.

job ever undertaken by free studies by real estate con-

- · A detailed analysis and The Mayor, alluding to the inventory of ether projects
- support because "in detract- should be conserved and
 - · Studies to show which crue to the property owners The project also was en- from imprevements, and to

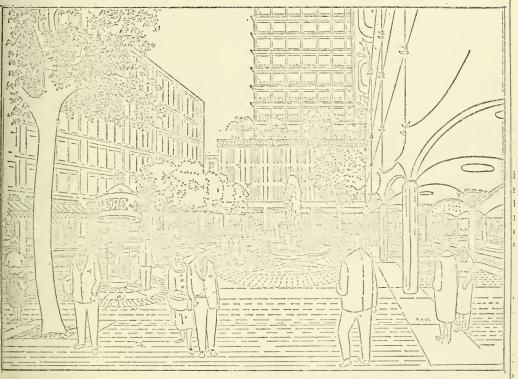
· Agreement on a definite Falk, president of the Bay time schedule between the Area Rapid Transit District. Market street property own-The project's steering com- ers and the public agencies mittee scheduled a meeting involved, including the City and the Bay Area Rapid

"The City." said the re-William M. Roth, general would be medeled on a pro- port, "should contribute to that the City designate "a The repert stresses the high official to co-ordinate

The report was prepared Asseciates, landscape archiand Co., real estate consult-



Market St. 'Miragle' Plan



HOW MARKET AT GRANT COULD LOOK. (FULL PAGE OF PICTURES, PAGE 72.)

... setting low buildings back 50 ft. to make room for mall, special paving, kiosk, and high-rise building behind

By DAN FRISHMAN

A tough minded junta of top business leaders offered a magic formula yesterday for The Miraele of Market Street.

They suggested restyling, refurbishing and a lot of major surgery to make a world wonder of the tarnished main stem, from Ferry Building to Van Ness Avenue.

The plan won the immediate approval of Mayor George Christopher and other city leaders.

Proposals, admittedly off the top of the head and in need of critical study, were heavy in tree plantings, areades, plazas, fresh air subway malls and the ruthless stripping of gewgaws and revolting signs off buildings.

But, in an astounding departure from the habits of the usual blueprinters, some of the city's major business brains had two sharp added recommendations:

· Get started right now.

• Finish the job as soon as possible—say about 1967 when such late blooming perennials as Civic Center master plans and corrective ordinances may be just getting under way.

Key city officials and all property owners and businessmen who cared to come got the news at a meeting in the

(Continued on Page 18, Col. 1)



Well, IX Dec.

A Plan for a Market St. 'Miracle'

(Continued from Page 1)

Sheraton-Palace Hotel.

They got a progress report six months ago. It is an rapid transit." affiliate of the San Francisco Planning and Urban Renewal Association.

mostly with what private permanent Market St. Devel- for them are: business can do to fix up pri-opment Committee with a full

This is the part of the mate costs.

no return."

No time schedule was even from the steering committee attempted for the other part of the Market Street Devel- of the job, "the various pubopnient Project, a bootstrap lic projects, running all the

TO REORGANIZE

the steering committee an-ity. With it came a report by nounced its next step will be

steering committee members, emerges," which might be

group that first met a bare way from sign reform to downtown Market St. and en sculpture" when streetcar each, rather than try for way for rapid transit. To show it means business, over-all, destructive uniform-

rier, at street level, to one of bors in the same building. San Francisco's most price- The planned Montgomery lcss assets -- its marine, set-Street subway station "could ting....At least there should be made joyful, safe (and be a ground level areade... profitable) by opening it to through to the water.

could be a great open space are removed." ... by actually bringing the cafes and fine restaurants, bub." The freeway should be its sight and its sounds."

FINANCIAL SECTOR:-headquarters of great corporations, with 17 office buildings over ten stories high; (but all except 12 buildings in the sector are more than 40 years old); busy in daytime ground floor vacancies.

space to house "a gay pavillion"; street trees, lots of them, as far as Davis St.

retrogressed past the point of ties owned or managed by mercial quality of Market St. Basic strategy of the report ameliorated by a fountain or was to recognize the five dis-monument, plus "planted tinct sections that make up medians with fountains and hance the better points of tracks are removed to make

"The Market - Montgomery-Post Street intersection is From bottom to top, the one of the busiest. It deserves technical consultants. It deals to reorganize itself into a sectors and some suggestions a fountain, a piece of sculpture, planting. The Palace Gateway Sector - Ferry Hotel . . . would be enhanced vate buildings with private time project co-ordinator, and Building to Drumm and Main by planting large trees on go about figuring out approxi-Sts., now an area of nonde Market, New Montgomry and mate costs.

Sts., now an area of nonde Market, New Montgomry and script small buildings for the Annie Streets. Across Marrejuvenation the planners The no-nonsense attitude most part, quiet by day and ket, low canopies would make thought should be wound up in five years or so, or else The report roundly lambasted and Ferry Building have or the Bohanza Book Store "Market St. well may have the handling of many proper-created an impenetrable bar-should be copied by its neigh-

the sky in the middle of the "The Ferry Building Park street when the car tracks

"The Kearny-Geary Street Bay back into the area. The intersection . . . conveys only atmosphere of European chaos: pedestrian, vehicular ports could be injected with and visual. Lovely Lotta's handsome paving, sidewalk Fountain is lost in the hub-

Central Retail Sector: painted dark, and large trees From west of Kearny-Third should be planted to suppress Sts. to west of Powell-Fifth Sts.; a mixture of high-grade retail stores and banks with Drumin and Main Sts. to penny areades and cheap Kearny and Third Sts., the movie theaters; only two high-rise office buildings (Central Tower and Bank of America) and no new build ings constructed since 1920.

"Arcades, new canopies, in teresting paving and street and prosperous, with no Avenue offers probably the trees would help. most inviting vista of all the Suggested are a plaza on streets that interseet Market, the south side, between Spear Imagine (the four low Marand Main Sts.; expansion of ket St buildings opposite the California St. cable car (Grant) set back 50 feet to plaza across unneeded street make room for a bittle 'mall' with greencry, special paving, and a kiosk or flower stand,

"the graceless com- (Continued on Page 20, Col. 1)



Eyam mer ruce

Page 18-8. 3f. Examiner 502H Wed., Dec. 12, 1982

FROGUES OFFICIEDS AIM

town retailers and property owners who had just heard a dramatic plan community of San Francisco and I pledge to you my complete support." to beautify Market Street. "It is the most important job ever undertaken by the business So said Mayor Christopher yesterday to a large audience of down-

Board of Supervisors. His remarks were seconded by Peter Tamaras, president of the

"and much can be done now to improve the street. five years with the advent of rapid transit," the Mayor commenced, "The face of Market Street will change considerably in the next

together, but private enterprise must furnish the impetus. "It can be done if city government and private enterprise work

support, not only for plans, but for the action needed to accomplish these objectives." "For my part, you have my pledge that we will give you our fullest

The said the

The Mayor

diverted to projects other than the transit line. Adrien J. Falk, president of the rapid transit district, promised his cooperation in the plans but warned that transit funds could not be

blanners: And he sounded a note of urgency to the business men and their

"But don't come to us two years from now with your plans for co-ordinating our subway project with your plans for our spade work will already have been done.

"Take off your coats and get to work now."

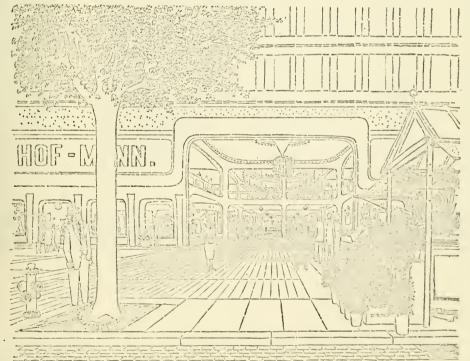
Project Steering Committee for next Wednesday at 11 a. m. in the Renewal Association, called a meeting of the Market Street Development Crown-Zellerbach Building. William M. Roth, president of the San Francisco Planning and Urban As an indication that the businessmen appreciated the urgency.



arket Street Gan POURAGE

A rare opportunity for Market Street to join world-famous company-the Champs Elysees, the Kurfurstendam and Park Avenue, among others-was offered yesterday by San Francisco business leaders. They suggested plans to transform "the ugly duckling" into a street of great beauty. The drawings on this page are not intended as specific proposals, but were advanced by the business group as worthy of study. Fast action was neged.

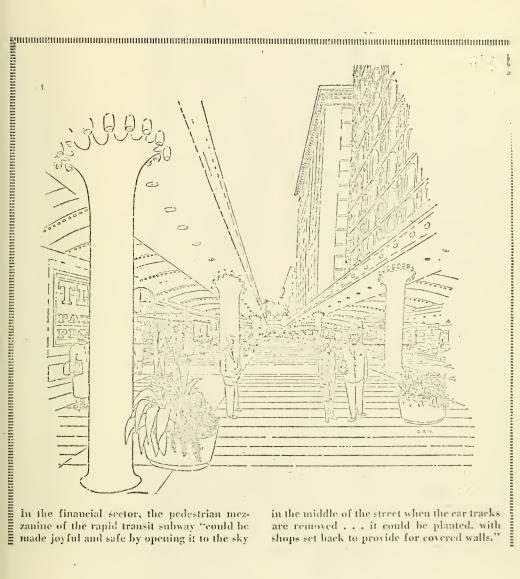
Sec Story on Page I



Pedestrian areades are proposed through the ground floors of buildings or between them in any of the long blocks in the retail sector.

These would provide connections with parking facilities on Mission or on streets north of Market. Many small shops could be added.





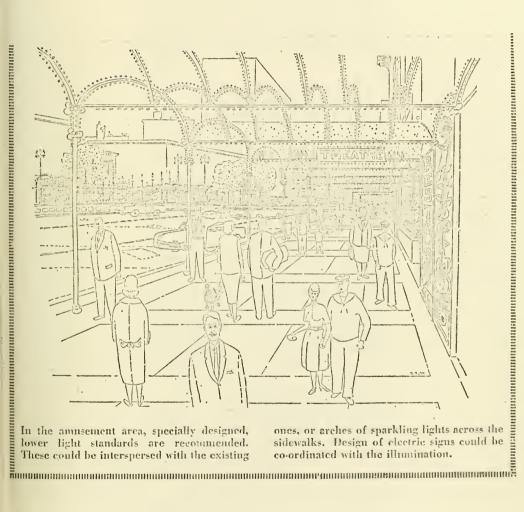


Exd. ner Dec 12,62



Neon jungles were pointed out as eyesores, with stores virtually hidden by advertising signs. The report stressed the proper placing of signs.







Plans for Market St.

THE CONSULTANTS have examined the problem and submitted their report; the property owners and businessmen of Market street—and the tremulous keepers of the tax rolls at the City Hall—now know what could and should be done to rid the city's most famous thoroughfare of its shabbiness, to restore its lost status as a center of shopping, business and entertainment, and to make it one of the world's most attractive boulevards.

Not in detail, but in broad and exciting outline, proposals for the resurrection were placed before the private and public parties of interest yesterday at a meeting that may well determine whether Market street is to continue its sorry decline or to bloom and prosper as its geography and early history alike doubtless intended.

THIS PRELIMINARY REPORT embraced expert surveys of the five sectors into which Market street has developed, plus professional suggestions and ideas for their renovation. The consultants-Livingston and Blayney, city planners; Lawrence Halprin and associates, landscape architects; Rockrise and Watson, architects; and Larry Smith and Co., real estate-were retained by the steering committee of the Market Street Development Project, an affiliate of SPUR (The San Trancisco Planning and Urban Renewal Association). It is now intended that the committee become a permanent development committee, that private and public funds be solicited; that the consultants' ideas be developed into specific projects, and that the major elements of a short-term program be completed within five years.

THE TRANSFORMATION of Market street would consist largely of privately financed improvement of private buildings. The desirability of an attractive and busy Market street for all San Franciscans is obvious. So are the advantages to property owners, merchants and entertainment enterprises on Market street.

The city's profit, expressed in dollars and cents, is even more striking. The estimated market values of property within the project area is now \$320 million—this based on what realtors say is an inverse ratio of improvements to land value of one to two. The normal ratio is four or five to one—a ratio well within the probabilities of a renovated Market street.



SPUR's Plan for Sick Market St

Market st., which should be one of the world's great thoroughfares, is sick. Some of its blocks are nothing mitted, but not too big. more than civic scars.

Planning and Urban Re-

BOTH PRIVATE and gov. alone could do wonders. nment effort are needed, d usinessmen.

Page of Pictures, Page 35

"Carrying out a Market st. A great community effort development program will how change could be made lights, the miscellany of A great community effort development program with how enange that only in profitable if the small buildistreet furniture," such as to the eyes and profitable for cated, and probably considerably less expensive than "were set back 50 feet to boxes, guardrails, and guide the pocketbook. A crusade for that goal any of the city's three rede-make room for a little 'mall' posts. was called for today by velopment projects now in ... that might attract Grant SPUR, the San Francisco the construction stage." ave. ladies to shop a eross

All kinds of beautification Market st." newal Assn., through its projects could be under-

e committee reported to only logical to tie up the lite Board of Supervisors and tle, short-range, and relairket st. property owners tively cheap improvements with major undertakings

destrian concourses to go ery-Post and Geary-Kearny ways,

Other possibilities:

- both wings of the Ferry the report said. BUT IT argued that it is Bidg. "Establish the Ferry brant, alive, colorful place, plight is far from hopeless, used by day and at night about the Crown Zellerbach and it will send a tingle up Building. the spine of Market st.'
 - A plaza between Spear and Main sts. on the south side of Market.
 - · Open the rapid transit subway stations to the sky the building fronts on Bush for a continuous pedestrian st mezzanine.
 - Create an amusement Market st. no longer is a sector in the stretch now dominated by the big movie houses, organized for "daytime gaiety and night-time fantasy.'

· Open up a sweep of area from the south side of Market st. at Fulton through the Civic Center Plaza.

· Finish off the triangle intersections with parks and open spaces, put in trees at advantageous points, make the cluttered and busy inter-

like surface plazas and pe-sections such as Montgom-It is a big order, it ad-with the rapid transit sub-graceful with little touches.

· Clean up the jungle of It suggested, for example, signs, the eye-battering

ave. ladies to shop aeross Van Ness to the Ferry Building contains 10 pct. of the Market Street Development taken, the SPUR committee

Open up a vista to the it is going downhill while the Bay by tearing down one or rest of the downtown booms,

"It is equally clear that its

"IT IS THE finest development ever built on Market st.; its plaza is a princely gift to the city. Yet, to avoid having a Market st. address,

"It cannot be denied that

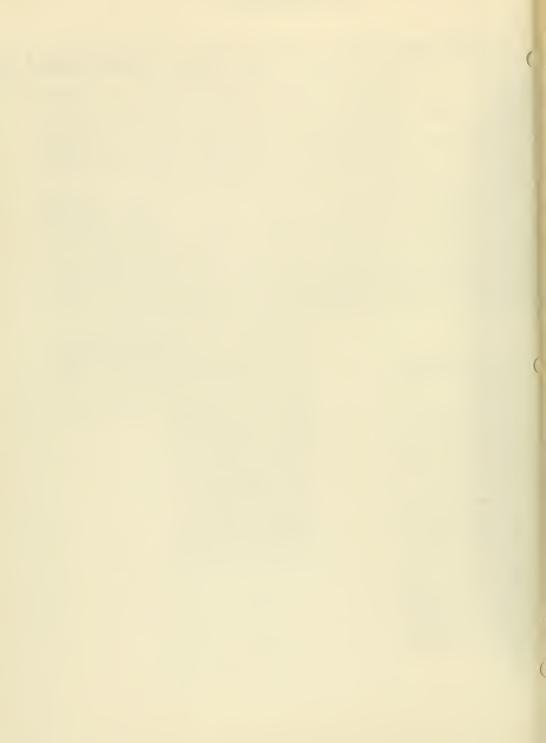
good address; major stores and office buildings avoid using it. Market st. has lost its prestige.'

However, it pointed out some favorable developments -modernization of buildings at Market and Kearny, big building plans by Standard Oil, Wells Fargo and others, and the vitality of the block between Stockton-Fourth sts. and Powell-Fifth.

CLUSTERED in this area are the Emporium, Hale's, Roos-Atkins, Penney's, and the "highest volume Woolworth store in the world."

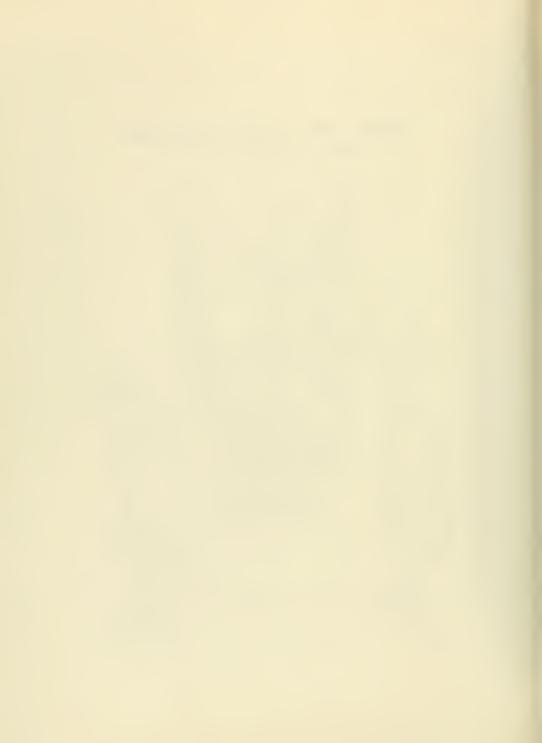
Anything that could be done in the near future on Market st. would dovetail. the SPUR committee asserted, into the longer-range downtown plan now being developed by the city.

Co-ordination of both plans, it said, "will be necessary for the success of both."



"Maybe, After the Hole Is Dug, Some Of 'Em Will Fall In . . ."





Truth, Justice @ Public Service

Page 34

MONDAY, NOVEMBER 19, 1962

4C

A Market St. Policy

IT IS PLEASING to note the large number of public officials and agencies now taking an active interest in the rejuvenation of Market Street. This indicates a growing realization of what we said here last week: The certain coming of subways to Market creates an opportunity, unparalleled since 1906, to make Market a great thoroughfare.

But this eagerness of so many to take part in and get going on an exciting enterprise creates a familiar danger. It is that everybody involved will start galloping madly about with no ringmaster to compel a team effort.

The man who can prevent that, and has a responsibility to prevent it, is Mayor Christopher.

Let us list some of the agencies and groups that must of necessity play major roles in the remaking of Market:

The Bay Area Rapid Transit District, which will build the subways and subway stations. The location of the latter, and their design, will profoundly shape the future street.

The City Planning Department, responsible under the city charter for producing a final plan for the Market Street of the future, Even now the department is engaged in a study that will lead to such a plan.

The Redevelopment Agency, which may be able to get many nullions of Federal dollars for major

capital improvements on Market. Additionally, the futures of the agency's South of Market and Golden Gateway redevelopment areas are intimately bound up with Market's future.

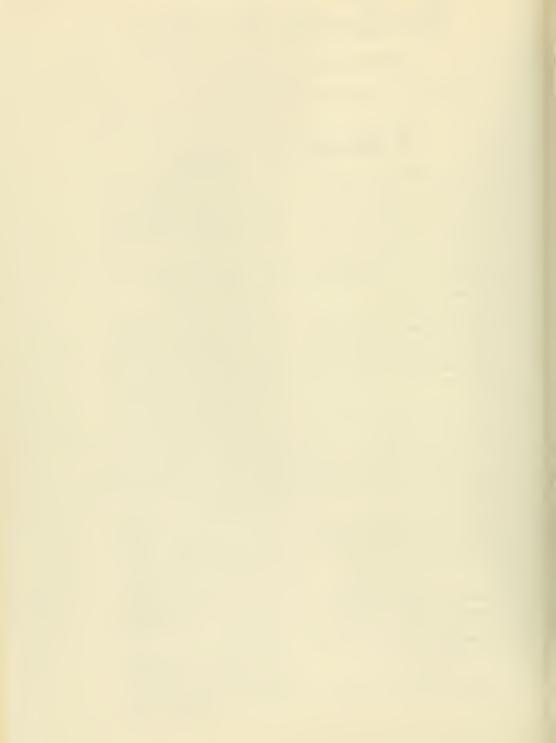
The Public Works Department, which will have to execute most of the plans for the street.

L AST BUT certainly not least, the owners and merchants of Market Street. Be it remembered that they, not city officials, set in motion the campaign to restore the street. That was months ago, long before passage of the rapid transit bonds made Market's rejuvenation a certainty.

Their future participation both as leaders and dollar contributors is an absolute essential. In the long run the rejuvenation of Market can never be genuine if those who live on the street have the sense that it was done to them, not by them.

For several practical reasons it may be best to put most of the reins at this stage in the hands of one agency such as Redevelopment. But before this step is taken the Mayor should set up a policy body headed by himself, with representatives from all the major agencies and groups concerned.

A sound organizational structure for this exciting task is one of the major bequeathals Mr. Christopher can make to the man who will succeed him some 13½ months hence.



The Vision of a New Market St.

Here is the way planners the San Francisco Planning of Market St. emerges. Few ways. . . . on a stroll from the Ferry Building to Van Ness Ave.

"Start at the Embarcadero. The waterfront is almost a misnomer, for the freeway and the Ferry Building have created an impenetrable barless assets-its marine setting. . . .

"At least there should be a ground level arcade where one could get through to the water and, once there, gain an observation point. . . . Is there a way that the romance and color of our lusty waterfront can be recreated without tawdryness?

PLAZA SITE

Thus, continues the final needed. report now under study by graceless commercial quality dark, subterranean passage-

and architects see Market St. and Urban Renewal Associatof the store fronts are above

"As one enters the financial sector, the block between Spear and Main Sts. on the south side of Market St. would be an ideal location for a plaza about 100-fcet dcep, ricr at street level to one of since it lies between the

"The California Street . . . In this sector, the north planting . . . side of Market St. has an in-

draft of a special Market St. | "From Davis St. west the traditionally sinister, gloomy,

some are marred by blatant treatment would greatly tracks are removed . . .

GOOD AT BATTERY

dering the plaza on the south amples of urban design in the only chaos . . . Lovely Lotta's could soar a very tall build-city . . . The Crown Zellerbach Plaza is a delight....

"The Market - Montgomery-Cable Car Plaza gives a good Post Sts. intersection is one idea of what can be done to of the busiest. It deserves a bring delight to Market St. fountain, a picce of sculpture,

"At Montgomery will be loteresting silhouette of build-cated one of the five local ings of various heights and (transit subway) stations, Exsizes. . . . street trees are cept in Moscow and Buenos Aires, subway stations are

"This level of the subway average in appearance, and could be made joyful, safe (and profitable) by opening it to the sky in the middle of signs. Distinctive landscape the street when the car

CHOAS AT KEARNY

"The Kearny-Geary St. in-"At Battery St., the treat-tersection, an important gate-San Francisco's most price monumental Southern Pacific ment of the Mechanics Monu way into the heart of the and Matson Buildings. Bor- ment is one of the best ex- shopping district, conveys

More news from City Hall, Page 52.

Fountain is lost in the hub! oub . . . So why can't the ountain on its tight little sland be given a fighting chance?

"Grant Avenue offers probably the most inviting vista of all....

"In front of the Emporium, Market Street is a pleasant place (but) the flatiron building at Market and Eddy is a

horrendous example. . . .

amlusement sector. Even the daytime gaicty and the nightmood and make-up of the time fantasy an amusement tation. The answer may be crowds here is different. . . . district should have. . . . However corny and jazzy the color and movement which is in need of major rehabili-Street....

Ishould be emphasized. Let's "And now we arrive at the organize it so it really has the

the much discussed but never "From here (Market and implemented effort to link street facade, the area has Seventh Street) west, Market Civic Center with Market



94 1

Market Street

Rehabilitation

A multimillion - dollar effort," it declares. Prepar--plan for rehabilitating ing the improvement pro-Market street from the Em-barcadero to Van Ness ave-studies to determine what nue will be submitted to the Market street steering investments are economicalcommittee today.

the city's central thorough- rebuilding. fare.

should be carried out within on for the construction of five years, the report warns, each project. or "Market street may well have retrogressed past the point of no return, as have the main streets of many American cities.

JOINT FUNDS

program should be shared shame. by Market street interests and the city, the report suggests.

city planners, in association with Lawrence Halprin & Associates, landscape archiarchitects, and Larry Smith & Co., real estate consuitants.

It was sponsored by the litter-are all too prevalent." steering committee, com-posed of leading Market street merchants and prop-Standard Oil of California; of San Francisco's most um; Paul Hoover, chairman of the Crocker-Anglo Bank; Louis R. Lurie; Richard Ccoley, vice president of be painted dark and large Wells Fargo Bank; Jerd P. trees planted to suppress its Sullivan, and J. D. Zeller- sights and sounds, the rebach.

AFFILIATE

The group was formed last July as an affiliate of SPUR. ' the San Francisco Planning and Urban Renewal Associa-

"Most of what exists on Market street descrives to be Chronicle building should be conserved or, at least, sal- brought into focus," perhaps vaged," the report says.

studies to determine what ly justified; urban develop-It calls for immediate ac- ment studies to find what tion by Market street prop- the needs are in parking, erty owners and business- traffic and transit; and demen, along with city officials, sign studies for each propto prepare a "blcek-by-block" erty with eost estimates on and "lot-by-lot" program for refurbishing, remodeling or

Finally a definite time Then the recommendations schedule should be agreed

'SHAME'

As to what needs to be done, the report comments that "in a city known for its beauty, Market street arouses no admiration and The cost of the planning perhaps it arouses a little

"The things that make streets beautiful - trees, flowers, fountains, sculpture, The report was prepared artful illumination, well deby Livingston & Blayney, signed commercial displays -are targely lacking.

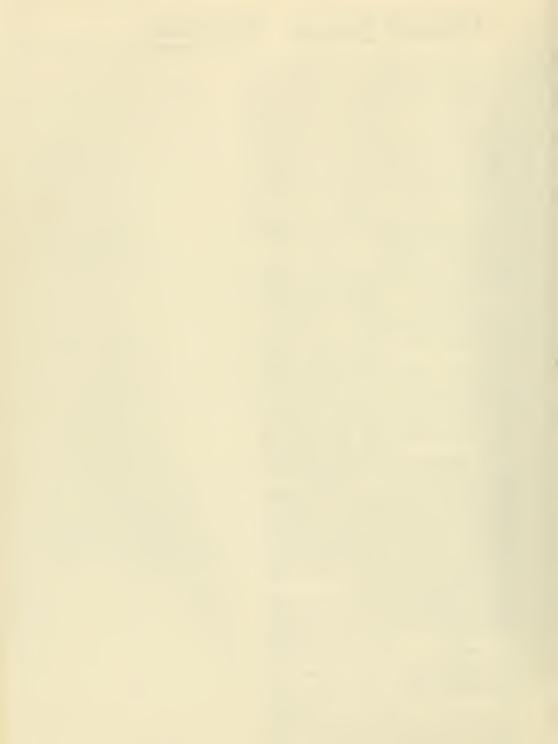
"The things that make Assurates, India & Watson, fronts, chaotic jumbles of streets ugly - gaudy store signs, festoons of overhead wires, conglomerations of street furniture, trash and

FREEWAY

Among detailed suggeserty owners headed by Wil- tions is one to restore the liam M. Roth and including vitality of the beginning of Albert S. Samuels, jeweler; the street where "the Free-Ivan Anixter, president of way and the Ferry Building Weinstein's: Gwyn Follis, have created an impenetrable chairman of the board of barrier at street level to one Jack Hanford, the Empori- priceless assets-its marine setting.'

> Here the freeway should port says, and the proposed Ferry Park should have a ground-level eon course through to the Bay.

> Looking south on Fifth street from Market, the rcport says, "the historic Old Mint and the interesting by planting trees before the



Summary of The Plans for A Dream City:

BY RUSS CONE

THE NEW Downtown Plan takes care of most everything man could conceive for comfortable and elegant urban living. Here is a complete summary of the recommendations:

TRANSIT: The present. three-county rapid transit system should be expanded to include Marin, San Mateo and Santa Clara Counties.

Transit stations should be provided on Market St. at Drumm St., between 7th and 8th Sts. and at Van Yess Ave. (local only.)

Pedestrian transit mezan should be provided at 5th and 7th Sts with open air plazas at the lower

Two - way bus service hould be maintained on Jarket, Sutter, Geary and Eddy Sts.

Market St. should be sed exclusively for buses, edestrians and emergency ehicles; chuple stairway and escalator access pro-ided; attractive walting tations at bus stops with rees and attractive furniture.

Powell and California St. ablecar lines must be calintained and the Van less Ave. terminal produced with a waiting station.

VEHICULAR TRAFFICE he freeway system, all andscaped, should be exended around downtown by arrying the Central under an Ness to Ellis and

It Sts.

St. should be expended north across Market

to Eddy St. and north of
ddy St., along the alignment of Anna Lano to

Farrell St.

Seventh St. should be extended north of Market St. to Leavenworth St.

Mission and Howard should be made ene-way.

PARKING: New parking facilities should be ranged in a belt area on the edge of the core area. New garages are proposed at Mission and the Embarcadero; the East Bay Terminal, in the vicinity of 7th and Mission Sts. and in the vicinity of Ellis and Taylor Sts. The latter sheuld be partially submerged with a plaza on the partial plaza on the p

Other parking should be developed at Columbus Ave. and Broadway to serve the night club area, in the vicinity of Hyde St. and Golden Gate Ave. and between Ellis and Eddy Sts., near Leavenworth.

TERMINALS: The new Greyhound terminal at 7th and Mission should have direct access to the Market St. subway.

Other long-distance bus operations should be centered at the East Bay Terminal.

A new helicopter terminal should be built near the Ferry Building.

A new passenger ship terminal should go up in the vicinity of Pier 16.

A surface transit terminal should be built at Mission and Steuart Sts. and combined with a garage.

PEDESTRIAN NET-WORK: In addition to Market St., the following should be developed as part of a downtown pedestrian network: Fulton, from Market to Civic Center; Powell St., from Market to Geary St.;

Grant Ave., from Market to Broadway: Commercial and Merchant Sts. from Portsmouth Square to Ferry Park.

A new Grant Ave. Mall extending South of Market past St. Patrick's Church to Folsom St., possibly using moving sidewalks.

A pedestrian loop between Moutgomery and Kearny Sts. from Market to Merchant St. In the Portsmouth Corridor; and between Battery and Front Sts. from Golden Gateway to Market St.

A pedestrian way on the line of Russ St., from Market St. to Columbia Park, and between Ellis and Eddy Sts., from Van Ness Ave. to Mason St.

FUNCTIONAL: The Financial District should expand South of Market on the line of New Montgomery St., but not encroach on Jackson Square or Chinatown nor beyond present commitments on Nob Hill.

Retail shopping should be maintained within the present compact area.

Hotel and entertainment should be uplifted in appearance, especially in the area south of Geary and west of Powell Sts.

A new theatrical district should be encouraged on the east side of Mason St., between Eddy and O'Farrell Sts.

The Civic Center development plan should be followed, save that new convention facilities ought to go South of Market.

Steps should be taken to preserve the character of Chinatown, Nob Hill and the Broadway nightelub area. New facilities in a South of Market redevelopment ought to compliment rather than compete with established downtown business.

Van Ness Ave. should be kept as an auto sales and service area.

OTHER PROPOSALS: Ferry Park ultimately should extend from Pier 7 to 16 and include small boat, sightseeing and commuter boat facilities.

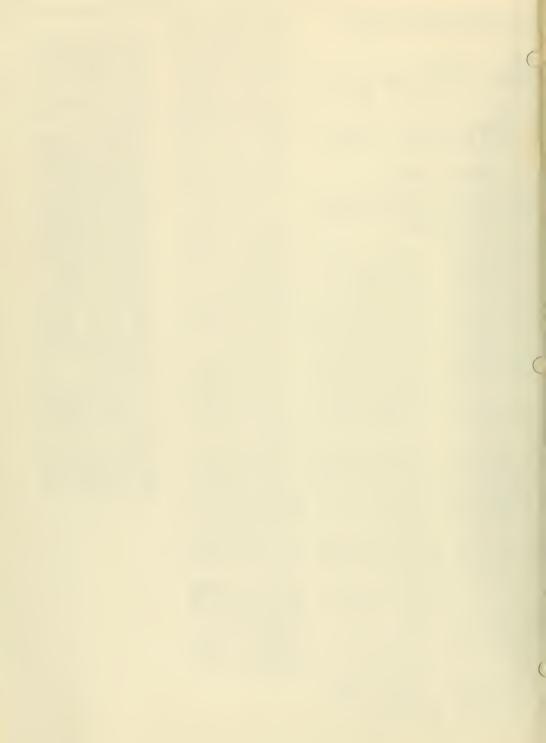
A Portsmouth Corridor should be developed between the Golden Gateway and Portsmouth Square.

Open, lower-level landscaped plazas should be provided at 5th and 7th intersections of Market St. with access to subways.

Buildings worthy of preservation ought to be inventoried and measures taken by the Planning Commission to preserve them. Specifically, the Ferry Tower, the old Mint and the Main Post Office should be kept.

Downtown bulk and parking requirements of the Planning Code should be revised, a special 65-foot height limit placed on Chinatown and Jackson Square.

Special height controls should be devised around parks and open spaces. New sign control law should be enacted.



tential use.

As the plan report sets

talent to illuminate its pothe framework, and for his for his advice in preparing

entertainment district, shopping center, or, in the displays of goods in the cades sheltering attractive The Architect's "New buildings have ar formed: sees a Market St. transcome an even more im-portant focal point of this center of traffic, ple expected to arrive into downtown. "The thousands of peo-

eral plan. the framework of the gencould be developed within idea of how downtown to Architect Mario Ciampi's Downtown Plan is devoted Ciampi was paid \$25,000 big section of the new gaily lighted and fancifully

the street penetrates. for each of the districts signs, perhaps changing teresting textures and de-"The pavement has in-

trolley wires. . . . longer harnessed to the bases remain, but now no lights with their sculptured "Fulton Circle, gateway "Gold and blue street

developers."

These designs, however,

ence the decisions of future

imagination and to influposals is to stimulate the

presenting the design proforth: "The main intent in

areas in the city, will bealready one of the busiest subway station. . . . flanking the rapid transit in a circular sunken plaza, trial malls are combined streets converted to pedesone of the most important elements. . . . The two to Civic Center, is certainly "Powell and Fifth Sis., add a much needed touch

future development." directions they indicate for signs, and for the possible beauty they contain as deciation for the inherent with a measure of appre-(and) should be viewed communent or backing sponsible private or public "presently are without re-

Ciampi, for example,

levels of activity. . . . Powell Plaza, which incorspecial solutions. The other activity, require porates the four corners schematic design for a transit, shopping and .. is an interplay of

decorated marquees.

hibits, outdoor cafes, all ers, pavilions, kiosks, exfountains, trees and flowand recreation. Sculpture, informality, even gaiety mosphere here is towards the Fulton Circle, the at-St. Mall . . . In contrast to turntable and the Powell a public plaza leads directly to the cable car Mint . . . north of Market frame the historic Old the south side of Market "Two tall buildings on

richment. . . . of color, liveliness and en-

Vision.

a lively, colorful, bazaarlike atmosphere. centrated here to promote specialty shops are conscale. A food center and urban plaza of intimate Church is placed in an Nearby St. Patrick's redevelopment area . . into the South of Market ket St. as the major link is continued across Marcisco . . . Grant Ave. Mal of downtown San Franthe key to revitalization "South of Market (is

ful and lively street ven-Walkway . . . The colorposed as a continuous destrian activity, is proonly to Market St. for peond to Fifth Sts. . . . tiers of blocks from Seccomplex occupies the combined with a parking vention and sports center "Grant Ave., second "Further south, a con-

phere . . . add to the festive atmosand paving designs will street furniture, trees, oriental street lighting Side walk restaurants, will be able to return . . . gestion of automobilesdriven away by the condors of Chinatown-

rapid transit system. . . . needed urban space for parking facility, a future this compact juneture providing) a centra lumbus Circle . . . much Grant intersection - Co-Columbus, Broadway and with a major plaza at the "(At Ferry Park) a plan "Grant Mail terminates

cial district. developed adjacent finanwater and the intensely atizing and exploiting trance to downtown, dramthe meeting of land and for opening the water en-

sometime in the future "It is proposed that

in the Ferry Park area. underpass be constructed he removed and that an that the elevated freeway when conditions

port to the north.... trade center and a helisouth, an international ger ship terminal to the water side. . . . A passenreational facilities on the office buildings and recway provides for tall taining the elevated free-"The interim plan re-

tures in the park area.... and commercial strucway from the recreational insulate the elevated freeing. . . . Landscaping will historical tower remainwings of the Ferry Bailding will be removed, the "Docks for small hoats. "The north and south

near the Ferry Tower.... muter hoats are provided sightseeing boats and com-



A Literature Of True Love

If you think the pictures of the new Downtown Plan are wondrous to behold, you should check the written part.

Here is an experience in language. Here is the literature of architecture blended with the four-syllable lingo of city planning into a gushing poetry unique to this generation of Americans,

The words fairly throb with promise, innuendo and insight. They raise great visions and turn over old dreams. They take you down Grant Ave, in a sports car and fly you over Nob Hill at dusk. They seem to grow flowers and open bank vaults before your very eyes.

Story of Love

They tell a story of love without sex and sex without woman. Harken, the button - downed evangelist of urban development:

"The spirituality of man and his aspirations to relate himself to the universe and to exhilerate his sensory perceptions is a vital need.

"To seek a way by which the core of the eity for many years to come will provide us with this enrichment must be discovered in the God-given characteristics of our natural environment

"The divinization of man is reflected not only in his places of werehip but by the deep respect and awe he holds for the visual world which surrounds him. He is confronted with choices; will the decisions be expedient or will they be well adjudged in the total scope of the nobility of man?"

:8

·3 ·7 注

c: 13

This is Mario Ciampi, the consulting architect on the Downtown Plan. His building and landscape designs are the whipped cream on the cake. But, soft — he talks again:

Citizen's Needs

"The plan for downtown San Francisco has been approached through an awareness of the sculptural image of the eity as it exists today.

"The citizen's spiritualcultural and physical-sociological needs are brought together with this image in an intimate synthesis. It is hoped the implementation of this philosophy will be the result of total participation of all eitizens.

"The implementation of this long-range plan must be considered in terms of a heirarchy of importance of the various components as well as the vital economic considerations which are a fundamental concern...

"It is then, to the citlzen this work is dedicated. The author urges all to unite toward a greater vision of tomorrow."

A-men. -R. C.



Men of Plans, Big Dreams

The new master plan for future development of downtown San Francisco is the responsibility of two men—city planning director James R. McCarthy and architect Mario Clampi.

Both are accustomed to dealing with big plans, big dreams and big controversics, three fundamental ingredients of the Downtown Plan.

U. C. Graduate

McCarthy, 43, is a University of California graduate in public administration who began work with the City Planning Department in 1946 and rose steadily through the Civil Service ranks to the position of assistant director before taking full command five years ago.

An acknowledged leader

in the field of city planning, McCarthy screed three years on the board of governors of the American Institute of Planners.

Ciampi, 56, was graduated from the Harvard School of Architecture, whnning design scholarships two years in a row. Winner of numerous design awards. Ciampi began specializing in urban design a decade ago, has traveled throughout the world.

Golden Gateway

He is a lecturer at architectural schools of Stanford, the Universities of California, Southern California and Illinois. He is a member of university advisory committees and served as a judge of Golden Gateway project designs.

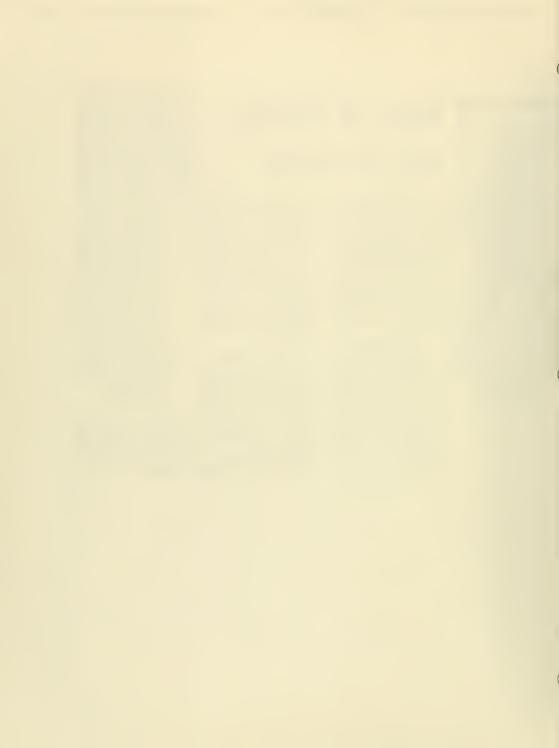
Ciampi was among four winners in national compe-



JAMES McCARTHY
The Planner

tition for the Diamond Heights redevelopment project at Red Rock Hill, and is now design consultant for the State Division of Highways.

MARIO CIAMPI The Architect



Major Facelift For Downtown: The Master Plan

By RUSS CONE

A new master plan for downtown San Francisco, perhaps the hottest thing next to the Mayor race, was carefully unwrapped yesterday before a crowd of leading citizens in the rotunda of City Hall.

In the \$50,000 study to prepare the plan, experts found downtown among the healthiest in the Nation.

But the shadow of a strange urban disease hangs over it.

The new plan is supposed to inoculate against that disease and even stimulate growth.

Mayor George Christopher, o sat through a 1½ hour presentation ceremony declared, "Let's take this plan and expedite it."

He warned against complacency. He added, "God forbid that downtown is ever freed from congestion, for it will mean only one thing—we are as dead as those other cities."

MARKET ST. MALL

Central feature of the plan is to convert Market St. to a pedestrian mall except for two central bus lanes from the Embarcadero to Van Ness Ave. This would be done as the Transit Subway is coastructed.

The traffic barrier between north and south of Market St. would be broken by carrying Fifth and Seventh Sts. across. This would cost about \$4,000,000.

A 65 foot building height limit would be placed on Chinatown and Jackson quare, a 105 foot limit in certain hillside areas.

New parking facilities would be confined to a belt around the downtown core with six

new farabes recemmended now.

Pedestrian malls are prescribed also for Grant Ave., short segments of Powell and Fulton Sts., leading off Market St., and from Market St. to Columbia Park on the line of Russ St.

Immediate reaction to the plan ranged from "fremendous," to "piecemeal," and the gamut of sentiment between.

City Planning Director James R. McCarthy, whose department devoted 12 months

work and \$25,000 to the plan, shared the task of presenting it with architectural consultant Mario Ciampi, who received \$25,000 for his advice.

The Downtown Plan gathers its momentum from three major projects already planning, tow of which will soon go to construction.

These are the Market St. transit subway, the Golden Gateway redevlopment and the South of Market redevelopment.

The Downtown Plan report is in two parts.

First, is the Downtown Plan

itself—a general outline of how to shape growth in the arca, not a blueprint.

Second, is architect Ciampi's hold illustrations of what could be built within the contines of this outline. A spark—not yet a fire.

DOMINANT THEMES

Three themes dominate details of the plan: tighter code control over future development, more beautification and separation of the various elements of traffic so more people and more vehicles can move around faster within the two-square-mile district.

By judicious use of new codes and public works projects planners hope to preserve historic neighborhoods such as Chinatown and Jackson Square.

They hope to direct the expansion of the Financial District into the adjacent South of Market area, to contain and enhance the present retail district, to stimulate a new theatrical district, uplift residential areas and promote new South of Market enterprise which does not steal

business from the thriving north of Market.

Bits of old dreams and some wild new ideas are found in the architect's concept.

Ferry Park, now limited by resources to a four acre plaza at the foot of Market St., is seen spread along the waterfront from Broadway to Howard St., with commuter and pleasure boat docks.

Submerged, open-air plazas are seen at Grant and Columbus Aves. Columbus and Montgomery St. and at Fulton and Market Sts. Underground traffic circuses move through the latter two. Garages surmount the former.

A three block convention center with circular hall springs up on Harrison St. with a great park spreading north to Mission St. and a landscaped pedestrian walkway past old St. Patrick's Church to Market St.

A so-called Portsmouth Corridor runs from Grant Ave, to the Golden Gateway, between Clay and Washington Sts, with a network of clevated walks leading from a pueblo aparlment complex at Grant through twin parabola office towers to Gateway buildings on the cast.

Penney's and the old Lin-

coln Building are wiped from 5th and Market St. and replaced by a modern new building which straddles 5th at the point where it dives under Market to reach Eddy St. on the north side.

Three extensions of the present freeway system are specified in the plan, including completion of the Southern Freeway to a link up with the Embarcadero.

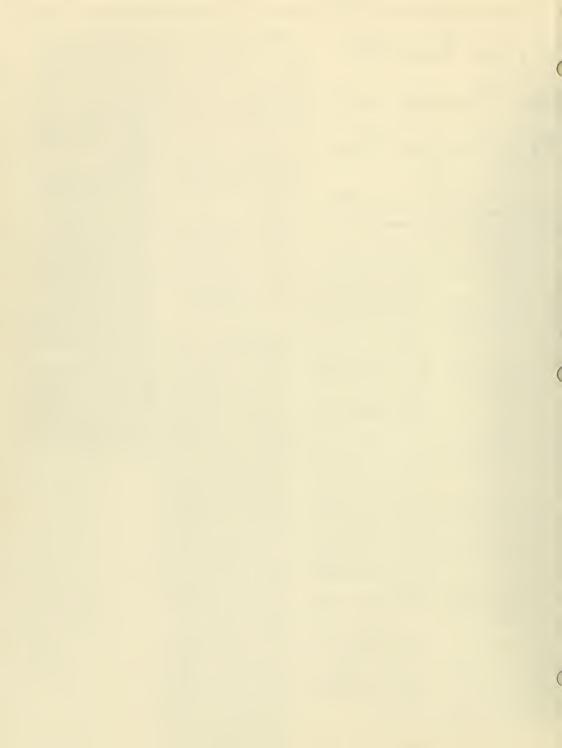
Planners recommend bringing the Central Freeway beneath Van Ness Ave. to connections at O'Farrell and Ellis

Sts. They urge bringing the Embarcadero Freeway to earth north of Broadway.

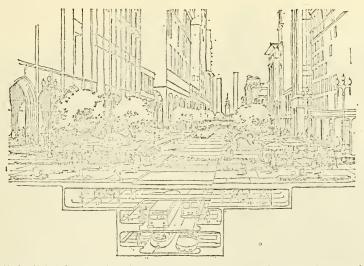
In consecutive weeks ahead the Planning Commission expects to receive additional reports which bear directly upon the Downtown Plan.

These deal with sign control, new controls over R-3 nedium density apartments and height limits along the Russian and Telegraph Hills northern waterfront.

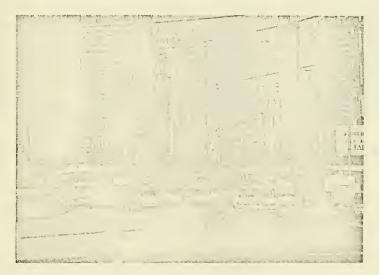
With this additional technical advice before it, the commission will commence public hearings on the Downtown Plan. It intends to adopt the plan's palatable features before a new Mayor takes office Jan. 8 and a new commission is named.







Market Mall: Belaw ground will be rapid transit and streetcars. Above ground quiet and elegance, with trees between you and the sky but no power lines. The two center lanes of the vast Market Mall will be for buses—no autos—the rest for pedestrians.



And this will be an historic photo same years hence. Only thase who have known it will really be able to understand the crashing noise and sense of crush which reaches out of this photo. But many will look back with nostalgia. "That was true excitement."





"YES" on A for a New Market Street!

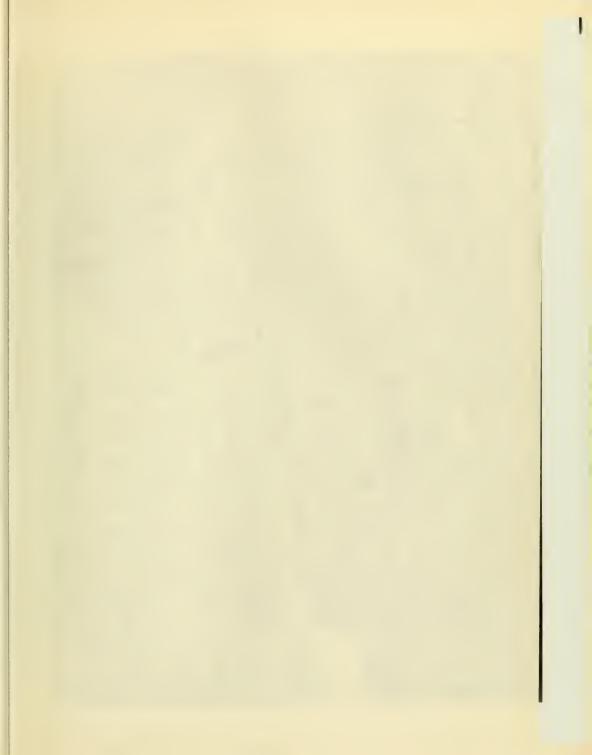
Although tearing up Market Street for the subway has caused inconvenience, it also gives San Francisco an extraordinary opportunity to transform her present dreary arterial into a magnificent linear boulevard—the equal of any of the world's great thoroughfares.

Market Street will look like this after Proposition A—the 24.5 million dollar bond issue wins voter approval in the June 4th elections.





MARKET STREET DEVELOPMENT PROJECT 870 MARKET STREET, ROOM 476 SAN FRANCISCO, CALIFORNIA 34102









Wednesday, June 5, 1968

Voters OK \$24.5 Million Market St. Bond Issue

Big Support For a 'New' Street

By Jerry Burns

The passage of Proposition A insures San Francisco of one of the most handsome, dramatic boulevards in the Nation and the world

By approving me \$24.5 million bond issue, voters agreed that Market street-when it is rebuilt following completion of the Bay Area Rapid Transit work-will be totally restylec

Gone v... streetcar tracks and narrow sidewalks. In their place. "ad, sweeping sidewalks attractive shade trees and modern, durable street farniture.

Streetcars win be underground, ir the Municipal Railway tunnel, while the enty's new fleet of motorbuses all operate on the repaved afface.

io is to and certainly no idid or on the ballot att letec as widespread and nonpa. ... support as did Propos in.

15 na. supporters inc.. ded " Joseph L. Aliof Supervisors and a... major political fig

City and County Propositions

146,657 \$25 min a bond about to re- YES furious Market street

it was also supported by nearly every Lasiness, labor etaile, neighborhood and precessional group in the eng as men as individuals .rom ...e world of imance banking commerce and the

The success. Dallot in asure, which required approved by two-thirds . the voters will provide the city's share of the cost of Loing more than merely replacing the Market street which apid transit ripped up.

By agreement BART is committed to as no made than replace lat it cut ... o a patchwork street with narro: erowo a sidewalks frontag on a manner of business fronts

However, it was long been the tope of city officials that a bond issue like Proposition A, combined with the effects of the mess created by rapid transit construction, would clean out the seedy operations along Market street.

... econo .c theory has hat n . . of the lowperat. — such as sonly bookstores and are as of various description - would be forced out when cransu construction cut down their patronage.

iner, the theory has are. . at the newly rebuilt struct in increase property value o. Market so dramatically ". a" .: will no longer be economically feasible to operate the surviving junk businesses. If nothing else. . . w... o up enough to a on the areades and

65,158

The lity \$24.5 million, combined with \$4.5 million from the Patteral government. 80 77lilon from gasoline take ...d \$1.65 million from other bond funds, willprovide the \$34.4 million needed to sand the new Mar-

off will act, any cost taxpayers \$33.5on to provide \$24.5 million in usable cash, the dime, me being the cost of imercal floating \$24.5 m. of bonds over

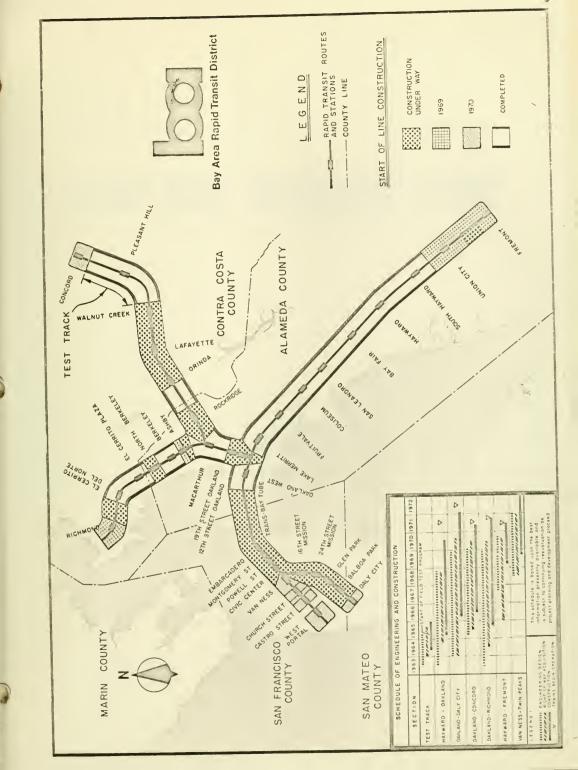
reet will wide com the Ferr Landing street, sixes . Ne avenue Grove to ' and eight a swide from Van Ness to astro street.

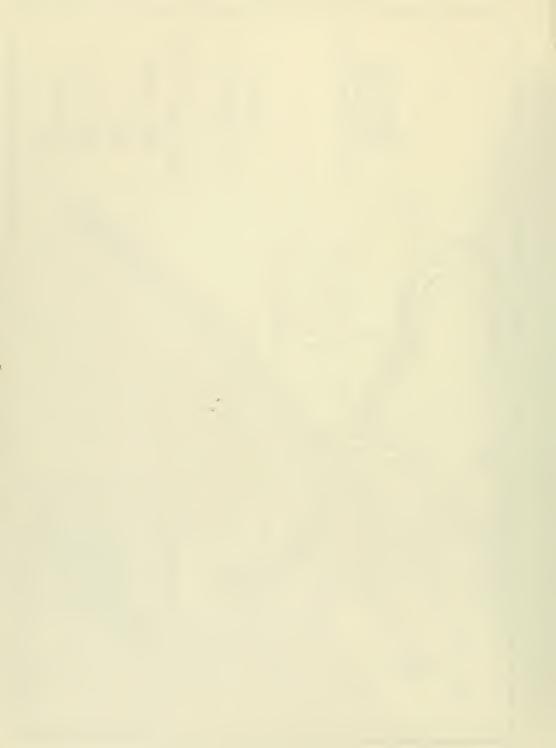
the wntown 35 .. waie. Sidewarks center wii Will he alions or me-1040.1 rvicia stores along I.

.re 5 ... 11 he Walk all ! 4.5 \$2 4 101 of the nex

for a Powe . Station . mine ac Powell and Marke as i. major entrance to the relashopping area for riders of rapid transit.







market street development project

MARKET STREET
1974-1975-1976



ECOTOPIA

[A CLIMPSE OF THE FUTURE IN AN INDEPENDENT PACIFIC NORTHWEST-FROM THE NOVEL] BY ERNEST CALLENBACH

NE thousand years ago the sleep of Western man was troubled by dreams of apocalypse. One thousand years later, sleeping isn't any essier. Endgame: the old millenial fear is upon us. This time, though, the Four Beasts are better defined: economic collapse, ecocatastrophe, starvation, nuclear holocaust.

It's easy to see the quagmire, more difficult to find a way out. Now at last we have a prophet who offers more than doom: Ernest Callenbach of Berkeley, author of Ecotopia (Burryan Tree, 1975).

The yeur is 1999. Apocalyptic beasts are stomping all over America. Happily, this does not include Oregon, Washington and Northern California, which had the good sense to secede in 1980. Cullenbach sees Northwest secession as part of a world-wide trend towards smaller and more manageuble political units—a global "Home Rule" movement that had its beginnings in the 1960s.

In other respects, too, Ecotopia is a product of that vital decade, a synthesis of New Left politics, Flower Children lifestyles, and Northwest environmentalism. The sum total might be called Radical Ecology—the world view of a survival-oriented society.

Ecotopians are odd sorts: They worship trees and abominate cars. They blow up dams and let cattle out of the pen. They scorn the most advanced food technologies and cook only in iron pots, since only iron will rust. Anything that is not bio-degradable is disgusting to Ecotopians. They will not even paint their kouses, which are built primarily of wood—plentiful again as a result of fanatical reforestation. However, anyone who buys lumber must submit to forest service and directly experience the heartbreak of killing a tree.

Ecotopians work only 20 hours a week, which means that they make a lot less money and spend a lot more time screwing around—usually in water, which is now free of pollution.

The women-dominated government of Ecotopia has not managed to make the sun come out more often, yet they have harnessed solar power to the extent that they have no need of nuclear plants. Of course, they don't light their city streets at night, so all you can see are stars and bicycle lights duncing like freelies in the dark.

The story of Ecotopia is told by William Weston, bigtime East Coast journalist and the first American permitted to enter Ecotopia since Independence, With Ernest Cullenbach's permission, we here present two of Weston's "dispatches." A concluding installment will follow in next month's issue.

STREETS OF SAN FRANCISCO

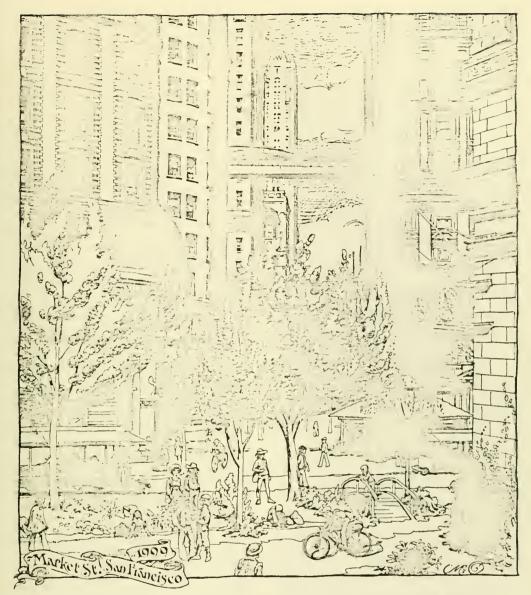


S I emerged from the train terminal into the streets, I had little idea what to expect from this city—which had once proudly boasted of rising from its own ashes after a terrible earthquake and fire. San Francisco was once known as

"America's favorite city" and had an immense appeal to tourists. Its dramatic hills and bridges, its picturesque cable cars, and its sophisticated yet relaxed people had drawn visitors who returned again and again. Would I find that it still deserves its reputation as an elegant and civilized place?

I checked my bag and set out to explore a bit. The first shock hit me at the moment I stepped onto the street. There was a strange hush over everything. I expected to encounter something at least a little like the exciting bustle of our cities—cars honking, taxis swooping, clots of people pushing about in the hurry of urban life. What I found, when I had gotten over my surprise at the quiet, was that Market Street, once a mighty boulevard striking through the city down to the waterfront, has become a mall planted with thousands of trees. The "street" itself, on which electric taxis, minibuses, and deliverycarts pur along, has shrunk to a two-lane affair. The remaining space, which is huge, is occupied by bicycle lanes, fountains, sculptures, kiosks, and absurd little gardens surrounded by benches. Over it all hangs the almost sinister quiet, punctuated by the whirr of





bicycles and cries of children. There is even the occasional song of a bird, unbelievable as that may seem on a capital city's crowded main street.

Scattered here and there are large conical-roofed pavilions, with a kiosk in the center selling papers, comic books, magazines, fruit juices, and snacks. (Also eigarettes the Ecotopians have *not* managed to stamp out smoking!) The pavilions turn out to be stops on the minibus system, and people wait there out of the rain. These buses are comical battery-driven contraptions, resembling the antique cable cars that San Franciscans were once so fond of. They are driverless, and are steered and stopped by an electronic gad-



get that follows wires buried in the street, (A safety bumper stops them in case someone fails to get out of the way.) To enable people to get on and off quickly, during the 15 seconds the bus stops, the floor is only a few inches above ground level; the wheels are at the extreme ends of the vehicle. Rows of seats face outward, so on a short trip you simply sit down momentarily, or stand and hang onto one of the hand grips. In bad weather fringed fabric roots can be extended outward to provide more shelter.

These buses creep along at about ten miles an hour, but they come every five minutes or so. They charge no fare. When I took an experimental ride on one, I asked a fellow passenger about this, and he said the minibuses are paid for in the same way as streets out of general tax funds. Smiling, he added that to have a driver on board to collect fares would cost more than the fares could produce. Like many Ecotopians, he tended to babble, and spelled out the entire economic rationale for the minibus system, almost as if he was trying to sell it to me. I thanked him, and after a few blocks jumped off.

The bucolic atmosphere of the new San Francisco can perhaps best be seen in the fact that, down Market Street and some other streets, creeks now run. These had earlier, at great expense, been put into huge culverts underground, as is usual in cities. The Ecotopians spent even more to bring them up to ground level again. So now on this major boulevard you may see a charming series of little falls, with water gurgling and splashing, and channels lined with rocks, trees, bamboos, ferns. There even seem to be minnows in the water—though how they are kept safe from marauding children and cats, I cannot guess.

Despite the quiet, the streets are full of people, though not in Manhattan densities. (Some foot traffic has been displaced to lacy bridges which connect one skyscraper to another, sometimes 15 or 20 stories up.) Since practically the whole street area is "sidewalk," nobody worries about obstructions or about the potholes which, as they develop in the pavement, are planted with flowers. I came across a group of street musicians playing Bach, with a harpsichord and a half dozen other instruments. There are vendors of food pushing gaily colored carts that offer hot snacks, chestnuts, ice cream. Once I even saw a juggler and magician team, working a crowd of children it reminded me of some medieval movie. And there are many strollers, gawkers, and loiterers people without visible business who simply take the street for granted as an extension of their living rooms. Yet, despite so many unoccupied people, the Ecotopian streets seem ridiculously lacking in security gates, doormen, guards, or other precautions against crime. And no one seems to feel our need for automobiles to provide protection in moving from place to place.

I had noticed on the train that Ecotopian clothes tend to be very loose, with bright colors striving to make up for what is lacking in style and cut. This impression is confirmed now that I have observed thousands of San Franciscans. The typical Ecotopian man wears nondescript trousers (even denim is common -perhaps from nostalgia for American fashions of the pre-secession seventies?) topped with an olten hideous shirt, sweater, poncho, or jacket. Despite the usually chilly weather, sandals are common among both sexes. The women olten wear pants also, but loose-flowing gypsy-like skirts are more usual. A few people wear outlandish skin-tight garments which look like diving wet-surts, but are woven of some fabric unknown to me. They may be members of some special group, as their attire is so unusual. Leather and furs seem to be favorite materials- they are used for purses and pouches, pants and jackets. Children wear miniature versions of adult clothing; there seem to be no special outfits for them.

Ecotopians setting out to go more than a block or two usually pick up one of the white-painted Provo bicycles that lie about the streets by the hundreds and are available free to all. Dispersed by the movements of citizens during the day and evening, they are returned by night crews to the places where they will be needed the next day. When I remarked to a friendly pedestrian that this system must be a joy to thieves and vandals, he denied it heatedly. He then put a case, which may not be totally far-fetched, that it is cheaper to lose a few bicycles than to provide more taxis or minibuses.

Ecotopians, I am discovering, spout statistics on such questions with reckless abandon. They have a way of introducing "social costs" into their calculations which inevitably involves a certain amount of optimistic guesswork. It would be interesting to confront such informants with one of the hard-headed experts from our auto or highway industries—who would, of course, be horrified by the Ecotopians' abolition of cars.

As I walked about, I noticed that the downtown area was strangely overpopulated with children and their parents, besides people who apparently worked in the offices and shops. My questions to passersby (which were answered with surprising patience) revealed what is perhaps the most astonishing fact I have yet encountered in Ecotopia: the great skyscrapers, once the headquarters of far-flung corporations, have been turned into apartments! Further inquiries will be needed to get a clear picture of this development, but the story I heard repeatedly on the streets today is that the former outlying residential areas have largely been abandoned. Many three-story buildings had in any case been heavily damaged by the earthquake of 1982. Thousands of cheaply built row houses in newer districts (scornfully labelled "ticky-tacky boxes" by my informants) have been sacked of their wiring, glass, and hardware, and bulldozed away. The residents now live downtown, in buildings that contain not only apartments but also nurseries, grocery stores, and restaurants, as well as the shops and offices on the ground floor.

Although the streets still have an American look, it is annoyingly difficult to identify things in Ecotopia. Only very small signs are permitted on the fronts of buildings; street signs are few and hard to spot, mainly attached to



The holiday seasoning

Wed., Dec. 24, 1975 * * R S. F. Examiner-Page 5

Market Street at Powell is a permanent feast.

But at Christmas time, the street scene abundance of sights and sensations takes on new colors, new smells and a new spirit.

Take, for example, an old woman barely supporting herself on two black canes. She precariously plucks a dollar out of her purse and plops it into the Salvation Army pot—an act of real charity.

Or take Pearl Gordon, who describes herself as "an ordinary human being." Clutching a vanilla ice cream cone between fuschia finger nails and savoring the music of bongos and flutes swimming through her head, she takes respite from her household chores.

"No, I'm not Christmas shopping this year," Pearl says. "I'm broke."

"But I'm havin' a good time—my usual good time."

Or take Jim Berlowitz, a 29-year-old former school teacher from Norman, Okla. By appearance, a sunbather; by fancy, a city worker. "I'm a sidewalk warmer, man."

Life's lessons have left Jlm a not-so-sad, but wiser soul: "I've gotten out of so many dead end roads that I feel I've accomplished something with my life already."

"My only dream," says Jim, "Is to see Oklahoma beat Michigan and take the number 1 college ranking." It's sane to have dreams with a chance of coming true.

Or take Miguel Antonio, a bongo player for Strictly Ourselves "When the sun is slanting down and the people flow by, the vibes are better on the street than anywhere else."

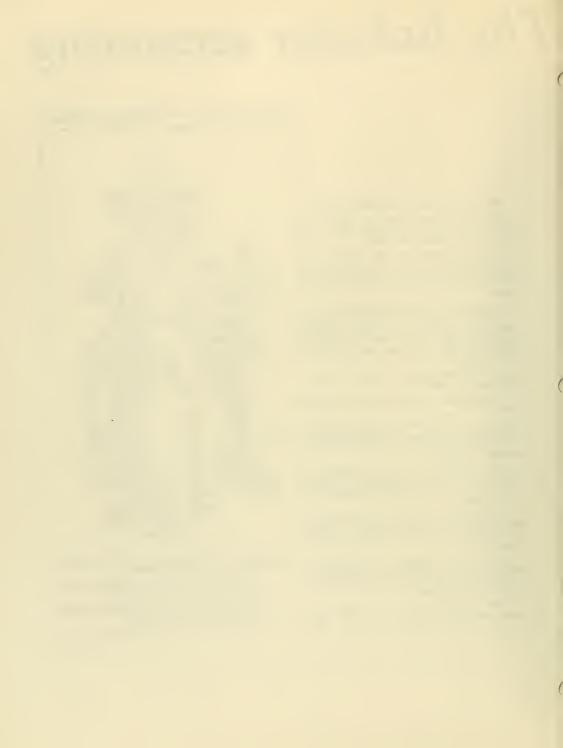
Take Market Street at Powell itself. From across the way, it appears as a stage. Above,



disguised as Muni lights, are the arc lights. Behind, Nob Hill rising to form the backdrop.

For a stage, the cable car turnaround, stage hands pushing the life-sized cable car prop.

And before the stage, tribes of people playing out a never-ending Christmas pageant.



Filling The Holes On Market Street

By Ida Geary

■ It takes six men and a young woman to plant each of the young plane trees on Market Street. The whole job, from square wooden holding crate to round hole, takes from ten to fifteen minutes, depending on whether it goes in straight the first time.

I learned all this and more as I watched some of the plantings the other morning, glad for the break in the monotony of my walk up Market from Seventh to Twelfth, where I teach at San Francisco

Community College.

In the two years I have been making this walk, I have seen a lot of sad-looking people, a lot of harsh city angles, a lot of torn up street, first for BART, and later for Muni. And I have detoured around a lot of booby traps waiting for the unwary pedestrian in the form of rubble, hoses, equipment, and upended planks.

So it was with pleasure that I watched the first trees arrive in their wooden packing crates early this spring, leafless but with swelling buds. Some began to leaf out while still in the boxes, with the debris, pipes, electric wires, rubble, and PG&E men still swarming around the holes in which they

would be planted.

Gradually I would find trees planted, miracuously it seemed because I never saw the operation of putting them in. Suddenly they were out of their boxes and there they were — tall slender pale trunks rising straight to graceful crowns of broad shining leaves, bright green and glinting in the sunshine, fluttering gently in the morning Market Street breeze.

When I saw them I thought of the fight some of the Market Street merchants put up before the plane trees were selected — they were dirty, the argument went, in the fall, when the leaves were dropping. What could be dirtier than Market Street, I wondered, with real dirt — bottles in brown paper bags, old cigarettes, transfers, chewing gum wrappers. The broad dropped leaves, gaily

The City

colored red and yellow, can only be an improvement.

I was almost to Van Ness one recent morning when I saw a crew of four men wrestling with a tree in a hole. They were all young, in rough work clothes. They struggled to keep the tall slender tree upright, but it leaned over, defeating them, before they could shovel the black earth waiting around it down into the hole. Two of the men pushed at the trunk, two pulled, but each time it returned to its diagonal position.

The drama had attracted another sidewalk superintendent, and we stood behind the wooden barrier and watched. "Those trees cost \$250," he told me. "Each one

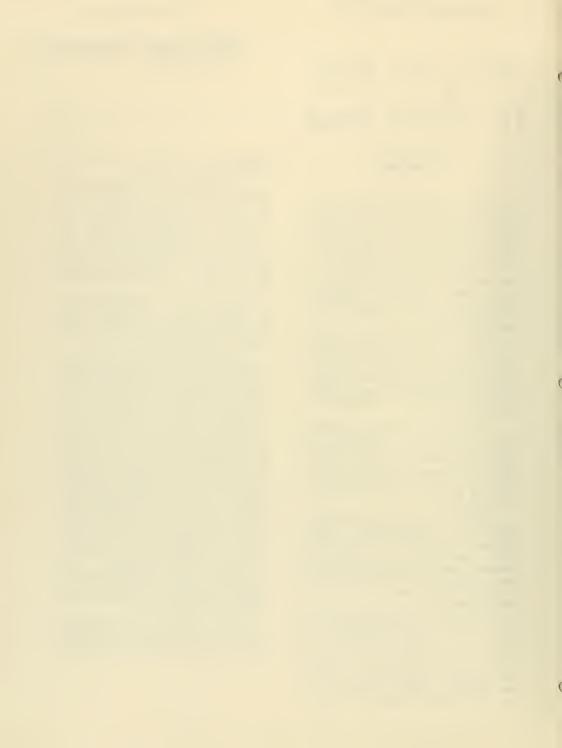
\$250." I wasn't surprised.

At the curb stood a small truck equipped with a boom. The driver got out to see what he could do. He chatted for awhile with an attractive young woman, and I wondered when he would get around to the job at hand. Then one man went over to a group standing nearby and brought back an older, heavyset man. He jumped down into the hole and wrestled with the huge root ball, probing underneath it with a shovel. The crew fitted a broad canvas strap around the root ball, the truck driver attached it to his boom, and they pulled the tree into another position. The crew shoveled in earth under the low spot, moved the tree again. shoveled more dark earth, and finally the tree stood straight and tall, all thirty feet of it. The crew quickly filled in the rest of the earth, tamped it down, and, taking shovels and straps, moved on to the next.

But how does the tree get from the square wooden crate into the round hole, I wondered. Other passersby came and went,

I stayed and watched.

First the crew of four knocked the wood off the upper part of the crate. They put burlap and a wide canvas strap around the tree trunk near the base. Then they put





another wide canvas strap under the packing case. They cut the wires holding the wooden crate together and the four sides came off. The tree was left standing on the pavement in a square block of earth and intertwined roots.

The crew trimmed the edges off with shovels and quickly transformed it from a square block to a round rootball. As they clipped the roots with clippers, the girl who had been talking to the driver said, "Be sure you get some of the heavy stuff off at the bottom."

The man in the truck started the hydraulic boom working. Its hook picked up the tree via the canvas straps and deposited it carefully into the waiting hole. This time it stood up straight and the crew began to fill in the earth around it. In a moment the job was finished and the crew moved on to the next tree.

I went over to the young woman, careful not to trip over the shovels, pipes, canvas and boards.

"What's your job on this operation?" I smiled at her.

"I'm the inspector."

"And how do you get to be an inspec-

"I'm a landscape architect," she answered. "Usually I'm with Park and Rec in the design section, but now I'm doing this."

"Do you like it?" "Love it. It keeps me outdoors."

I started to move on. The sun was shining and a light small breeze was blowing as we wished each other a good day. And, as a matter of fact, I did have a good day - all day long.

The trees now growing on Market Street are called sycamores, plane trees or London plane trees. Their scientific name is Platanus acerifolia, a plane tree with maplelike leaves. The plane part of the name comes from the Greek word platys, meaning broad, referring to the broad leaves.

The tree is a cultivated hybrid between the American sycamore native to the eastern United States (Platanus occidentalis), and the Oriental plane tree (P. orientalis) of southeast Europe and western Asia.

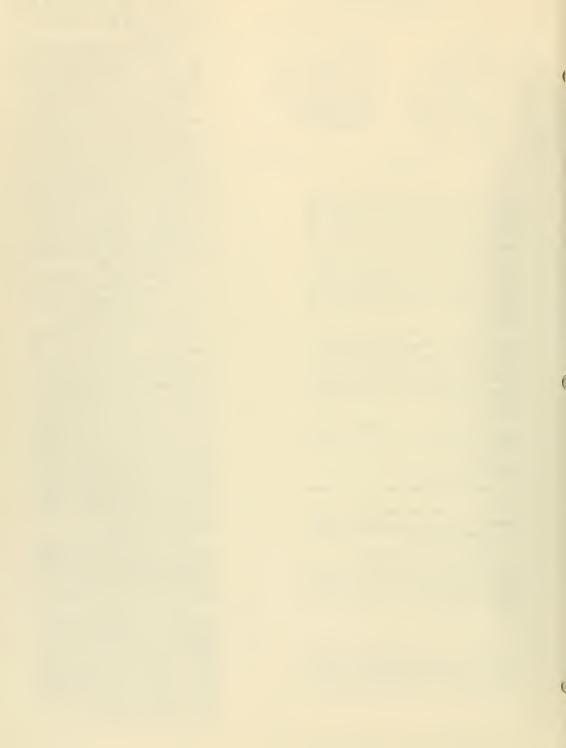
These parents of our modern plane tree were introduced into England centuries ago - the Oriental tree shortly after 1562 and the American tree, brought from Virginia by the botanist Tradescant, shortly after 1640. When and where the hybridization occurred the Oxford English Dictionary from which I learned the above does not say, but Dryden is quoted there with the following: "With spreading Planes he made a cool Retreat, To shade good Fellows from the Summer's Heat." Sounds just like Market Street.

The day after I watched the tree planting all the trees in the Van Ness area were getting a heavy watering. A crew was filling each hole by hose until it overflowed.

Brian Fewer, who is in charge of The City's street trees at the Department of Public Works, says the trees are about six or seven years old and do indeed cost \$250 each. A private contractor is putting them in and the designer is Halprin and Associates. The design calls for 1200 trees to be planted, twelve to fifteen feet apart, and twelve to fifteen feet from buildings and escalators, stretching from the Ferry Building to Castro Street. Each tree goes in ten feet deep. If nothing interferes, the roots can spread out from there, but in some cases conduits and other constructions will interfere. They will be watered regularly by underground irrigation lines.

These plane trees, Fewer says, won't be pruned back so severely (pollarding, it's called) as those around City Hall and the Civic Center. They'll be allowed to grow more upright and thinned back only slightly.

Some look spindly now - specifications were for a four to eight foot spread - but with time, attention and luck, they will round out into their natural spreading form, some forty to fifty feet tall. Meanwhile, those fluttering broad bright green leaves and pale trunks go a long way toward softening some of the harsh angles of Market Street.



Special Police to Patrol the Streets

By Keith Power

Supervisor Alfred Nelder proposed yesterday that civilian traffic patrolmen in downtown San Francisco be replaced by police officers to restore order to the streets.

The five-year experiment with uniformed but unarmed civilians has been a failure, the former chief of police said.

He said he has been besieged, by complaints from merchants, hotelinen, residents and tourists about street crime and belligerent derelicts, particularly in the Hallidie Plaza area.

"We didn't beautify Market street and make downtown a showcase so that a bunch of bums can chase law-abiding people away." Nelder said.

Felomes increased by 17 per cent last month over the previous month (June: in the downtown area, supervising police captain Jeremiah Taylor said yesterday.

However, he noted that

the increase in felonies was only 2 per cent comparing this July with July, 1973.

Nelder, a former chief of police, said he will introduce his plan at Monday's meeting of the Board of Supervisors and ask that the Police Commission take immediate action. Mayor Joseph Alioto has already expressed interest in his idea, Nelder said.

Under the supervisor's proposal, a special police area would be formed under a field captuin and would incorporate the downtown area embraced by the Embarcadoro, Mission street. Ith street, Van Ness avenue and Sutter street.

Regular officers would replace the score of civilian traffic controllers who took over main downtown intersections in 1989 in order to release more officers for direct law enforcement duties.

"The traftic controllers

didn't work out." Nelder said. "It is the hardest thing in the world for city and police officials to admit. But we must swallow hard, admit it and then do what is proper and necessary.

"We must create an atmosphere of complete security and safety for our residents and tourists. People like to see policemen. sworn officers to whom they can make a complaint."

Nelder estimated it would involve somewhere around 15 to 29 policemen.

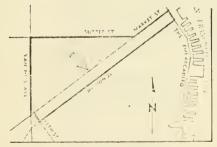
He said they could be drawn from a survey of less urgent details within the department.

His proposal was not intended as criticism of the civilian traffic force downtown, the supervisor noted. The members could still be employed in traffic control duties including patrol of towaway zones and parking violations.

A key point of Nelder's plan is the establishment of a police substation in vacant city premises off the sunken Hallidie Plaza, at Powell and Market streets. The storefront has been suggested as an information pavilion and Nelder said his proposed substation could share the space.

"I don't intend putting in a full police station with holding cells. It would be a small office with a policeman in a smart uniform averlance to the public."

The substation officer would be in radio contact with police headquarters and the uniformed officers on fixed station at intersections throughout the downtown area.



Shaded area indicates high crime area.

Arrow shows Hallidie Plaza location.



City balks at Swigs' gift for tourist center

to the City received a less sold at City Hall, said than enthusiastic reception Roddy.

Wednesday from the Board of Supervisors, Finance goes into the Bicentennial Committee.

The catch is that the for the 1976 festivities. displays about San Fran- bicentennial fund. nial told The Progress.

The money is being of-center, Roddy told The fered by hotelman Benja- Progress. min H. Swig's three children

father.

center could wind up costing minate that use at any time. the City a lot of money, Supervisor Dorothy von Be- diminishing," Roddy said. roldingen told The Progress.

would have to supply such white clephant. things as the maintenance, staff and furniture.

for 50 cents per square foot mementos. per menth, Mrs. von Beroldingen said. The City should City Hall shop will be profitthat kind of income, she

Super Alfred Nelder, a former Police Chief, said that he thought the space would be a good lee "in for a Police Department sub-

The 5th and Market St. area is plagued with crime, he said.

Roddy argued in favor of the voil is center and his-

post cards and medals, maps and sometimes can-

An offer to donate \$100,000 celled municipal bonds are

The money for these sales fund which pays for plans

money would be used to The City Hall sales alone convert a 4,800 square foot net \$12,000 to \$15,000 a year. space beneath the 5th St. said Roddy. He anticipated Hallidie Plaza overramp that sales at the pedestrian into a City-run visitors frequented Hallidie Plaza bureau and historical site would be big enough to memento shop. Part of the cover the cost of the center space could also be used for while adding money to the

cisco history, William Once the bicentennial is Roddy, the Mayor's special over, a new fund could be set assistant for the Bicenten- up to handle the income from and financing of the

The Swig contribution with the stipulation that the doesn't stipulate that the center be named after their visitors center has to remain in perpetuity, said The problem is that the Roddy. The City could ter-

But, "I can't see the need

The Finance Committee ordered Roddy to come The \$100,000 would cover back at a later date with only the cost of converting documentation that visitors the space, she said. The City center would not turn into a

Meanwhile a room on the first floor of City Hall is The proposed site of the being converted into a shop center could be rented out for the sale of historical

Roddy predicted that the think twice before giving up able but that the Hallidie Palaza site would do far better.



By Allan Temko Architectural Critic

Not for many a day - not since April 13, 1906, to be precise, when the old Palace Hotel perished in flames have San Franciscans responded to a great architec-

Personal thusiasm View

tural space with anything like the en-{they have given to the

tremendous skylit court of the Hyatt Regency Hotel at the foot of Market street.

Designed by the Atlanta architect-developer John Portman, it is by all odds the most exhibitating, unin-"hibited and altogether spectacular - mace in the history , of this nantemant city.

Even the legendary Grand Court of the falace, at seven stories, was culy half as high, and its white, classical architecture not nearly so sensational in design, as this enormous triangular room that seems everywhere in motion, deliberately charged with wild, reckless energy, as its open relleries surge up 15 stories, their concrete undersides glowing a hellish red, like the inside of a ziggurat in a dream, slanting inward and narrowing the space above, in deep salients, until the converging upper levels are suddenly flung parallel to one another, only a short distance apart, and then locked together by great girders with a kind of final violence, beneath the long strip of the skyli sht 170 feet overhead.

That are in our hoomed and secolity neet.

This numerse are conditioned court, pare wer, toyers over a veri bes in extended that mut elt civic at.

For the floor of the enormous room, designed with the same razzle-dazzle as the stories above, richly planted with full-sized trees and thousands of potted flowers, and embellished with fountains, sculpture, and tapestries, is not just a superview by for a convention hote' calthough it's that, too. of course), but also a public place - meant for crowds and festivity - that is larger than many historic city squares.

Like plazas that delight tourists in Europe or Latin America, it is bordered by shops and a discotheque, and bars, restaurants and cafes - some sexy, some sedate - whose tables spill into the central space from the edges.

From late morning onward, the paved and curpeted pussages between these

areas are crowded as little pedestrian streets. Some tables emerge from beneath "trellises" that offer shelter from the sheer intensity of the environment, but in this case the trellises are boldly cantilevered openwork structures that show how freely Portman tosses around industrial technolo-

The sense of liberation is real. One can sit and drink and relax beside a row of clay anthen uns. Abovioa mood of delce far nieste rollen voly-due to be descalpture of our Calcius numerabing by Charles Perry lifting but et above its flective pool, all the held, of

Fire s beautifully cor alcolos if d'une ints of the space and not seem like a actually without traditional

scale and could be any size), also pits systematic structural logic-reminiscent of Bucky Fuller's geodesics, but really quite differentagainst the planned irrationalism υf Portman's dream-architecture.

This inspired collaboration between Portman and Per- I ry, an architect turned sculptor, makes almost all other recent public sculpture in town seem aniateursh and absurd, most notably the Vaillancourt Fountain just outside the hotel.

There is plenty of other art at the Hyatt Regency (all required by the Redevelopment Agency, which provided the site as part of Em-

barcadero Cen'er : None is as good as Perry's, much is merely splashy and gay and some is very bad; but all of it displays the boundless vitality and confidence-the willingness to risk and optimistic refusal to play it safe-that is the hallmark of Portman's unorthodox environment.

As no other building in San Francisco, it offers an intimation of what a popular future environment might

And here, in spite of the hard-sell of the operation (for there are few places to at wir out buring a drink), Portaga is at his most brilhant as a social architect.

For all the vulgar flash of the detailing-the restless paving apr t claures in lette e . ti jet te of red a colors to a content bird to a content of a content of the content of pace it the whole design-



there is also gone a comfort and un share a laness, as in the nor does leather has a large a lounge area a large a homme moyen, sensuel, espolishly if he own a credit card feels truly at home.

People love it. Ever since the Hyatt Regency opened with a resplement bash that showed how it she itd offen be used on Linguistic ever occasions, the great court — or "Atrium," as Portman has dubbed it with a strange, classical thourish — has been a stratour the most popular place in town.

Not merely the usual herds of tourists ready for shearing, but San Franciscans of all ages and backgrounds and, perhaps more significantly, people from the entire Bay Area, have made the hotel an incredibly successful regional recreational facility — a fun place to go—that yanks thousainds of citizens downtown

from the outer Richmord or the Sanset, and farther still: from the whole farflung suburbia around the Bay

Most of these people are by no means wildly atthent. They are usually middle. Lower-middle, and — quite visibly — working-class Americans, with some money in their poekets, who may come from Duluth or Daly City.

And they have a worderful time, or reflect — what is probably in a true — are persuaded by the architecture and the furnishings, at every step of the way, that they are indeed having a wonderful time, just as the seemingly luvaries but in fact and furnishing continuing haute or the continuing

There are sy; ws and elderly couples, tamilies kids, and plenty of blacks and chicans - no by

your collings of your him - woo obvious actual color in the hotel.

So are trascored indeed, trace to the relative second to the Perry scaleture. Live bandon and cheerfully acquire architectural cohear ne.

How protound is Portman's lesson?

That the ordinary person admires the ill off logically may mean this error, it ne also likes Transamerica. Pontiacs, pro football, and chewing gum.

Yet Tolstoy asserted, with some reason, that it is a sin to be snooty toward the aesthetics of the common people. In architecture, as in literature, one should rejoice to concur, as Dr. Johnson did, with "the common reader."

Yet the enormous room, seductively persuasive as it may be at first sight, does not bear eareful second reading.

Certainly its principal message could not conce at a better time: at a moment when modern architecture has become the most uptight, buttoned-down, boxed-in architecture in history, Portman in his flamboyant hotels in San Francisco, Atlanta, Chicago and

elsewhere — if not in his basically conventional office buildings — shows one way of breaking out of the box with great gusto.

But there are other ways of escaping from the cliches of modern architecture, for example in the magnificent glass-enclosed card, not the Ford Foundation by a parters in New York by Kevin Roche or, for that matter, on the Howering force is a Roche's Odd. It is cam, where the force cliffied in Variable has an arranged drift of the force as district from the comorous picture?

Activity of the same of the sa

nearly 400 feet in diameter — that Marke Golden of Sandrane Courses & Scriff Co. even for the Oaldand Consenue.

Such buildings represent an essentially different commitme at to architecture as a fine art, simultaneously sertous, noble, and rich — perhaps too serious for many people.

The Hy, it Regency, on the other hand, is a partial tour de force. For the quality of the building, taken as a

whole, diminishes rapidly as soon as one leaves the creat space, perhaps by soaring to the revolving rooftop bar, as thousands of customers do daily, in one of the yarish elevators that embellish the court as pop art-objects. "Just like riding in a pop bottle," an elderly lady with blue hair told me in the Atlanta Hyatt Regency, which contains a 22-story interior space.

Once up in the revolving cocktail 'punge — a maze of mirrors and red velour which. I'm told is the most profitable bar of its kind in the world — it's possible to see liow crudely put together the rest of the hotel is.

Portman can't be blamed for the motel-like rooms, done by Hyatt's usual crew of decorators, but he is responsible for the unresolved exterior, jumbled in accor-

dion-folds for the sake of Bay views on the northeast, but needlessly confused and clumsily joined with the other facades that simply are weakly drawn, with insubstantial-looking concrete cladding that resembles gray cardboard.

No adv. mile was felou of the possibility in the dianually site that, even though it presented vexing that it is, an investment of the control of the control

I verome to the touch of the touch of the tower of Em-Linears to Cater per the botel on the north its facilities that the transfer is a directly to that the great space will use organical — like Frank Linitar at a Galtonheim — as soon as one enters.

But otherwise the building is hermetic, closed-in with forbidding tightners, with no decent entry out. Market street texcept through the nice sidewalk cafe that has just been improvised. It would have been easy to provide a handsome, welcoming entrance at the intersection with California street: the vivacious terminus of a cable ear line.

This, together with the possiblity of a grand eastern

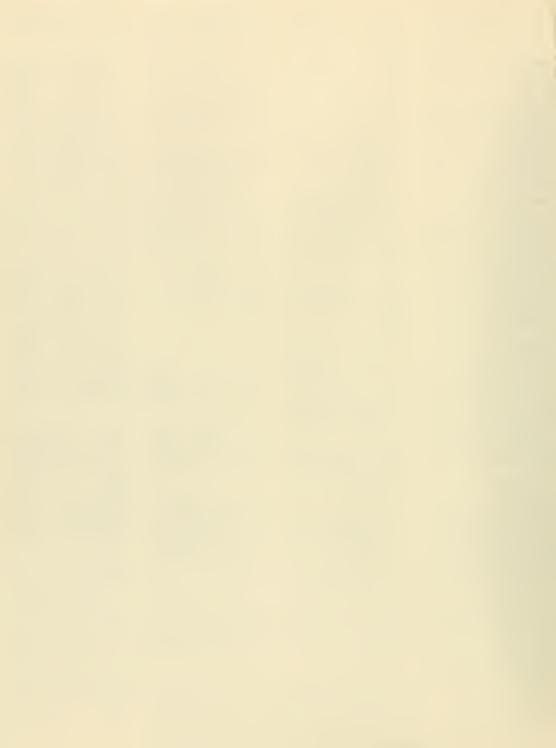
entrance at Ferry Park, went almost unnoticed in the design.

Instead, the main entrance on Drumm street is cramped within the columns of the basic structure, as if it were a loading dock.

And from here to the great space three floors above, the escalator passage is ded in a meager, cumbersone, disturbing way, so that the hotel can be recognized as the convention machine, erammed with win tales meeting rooms, that it really is.

But if it resembles any machine, it is a cush register, in both shape and function; an enormously profitable enterprise in which the enormous room is the main attraction in an energy inment world, and will enable Portman to go on to bigger things, including a 50-story space under construction in New York.

It may not be "fine" architecture, but it is a fine arehitectural how.





As San Francisco police arrived, bystanders pointed to gunman (not shown) who had just shot a woman on Market street.

leady on Mariage Street

Timothy Michael Grittith, a 30-year-old San Franciscan whose police record started with a liveyear-to-life prison sentence after he was convicted of robbery in 1965, was back in jail yesterday,

This time, for murder,

Five witnesses, including two policemen, say they saw Griffith gun down his bride of one day at Fifth and Market steets at 5/30 p nr. Satur-

The police report says Griffith and his new wife. Carmen, 46, argued in Wool Aurth's store at Powell and Market She bolted out the door and across the street.

Griffith in hot pursuit and firing six rounds from a .38-caliber pistol.

Griffith, who said he was "high on junk," read a newspaper account of the shooting. "She's not 46, she's 28." he said.

He supped from the city prison's drinking lounlain. Did she die right away?" he asked

Dead on arrival at Generad Hospital, he was fold.

"I'm a good shot " Griffith said metally. Their after a p.un-e

"I loved that woman. A judge married us just the other day. But she was yakking her head off. She was babbing. She was going to tell where the people's army keep their guns, Hell, make it worth my while I'll tell you where the guns are. We'll make a fortune on a book."

Griffith stared straight ahead then turned quickly away.

"You shouldn't be talking to me anyway." he said "I've been in ten nuthouses in the last 15 years."

Homicide Inspectors A1 Podesta and Ron Schneider doubt that. It's been jails, not hospitals, that Tim Grittitli has been to. And it's herom, not revolution, that's obsessed him, they say.

Police even wonder about

the marriage ceremony.

"We'll have to check City Hall records Monday morning," Podesta said.

Griffith had left the woman he called his wife mortal-Iv wounded and sammered to feet west on Market street before he was stopped.

A bystander, Rolf Sagdahl, 21 -- "just instinctively" he told police later-tuckled the armed gunman as Patrolnran Vic Aissa and Mike Magers, a block away when they first heard the shoot ing, raced up to clap the cufts on.

"That guy was a fool He almost got shot," Grithth said. "A brave man" Hell, no, a fool, I tell you."



The dotted line outlines the site of the new Bank of America building.

Center is at right in the foreground.

B of A Plans S.F.'s Biggest Building

By William Moore

The Bank of America will begin construction here early next year on a \$100-million computer center that will probably rank as the sixth largest building in the world and the largest in San Francisco, a bank spokesman announced yesterday.

The mammoth editice, still in the design stage, will occupy the entire block bordered by Market, 11th, Mission and Tenth streets.

It will have 2.5 million square feet of floor space, two-thirds of the space contained in the Pentagon.

The height of the building has not yet been decided. Under the city planning:

code, the maximum height allowed in the area is 32 stories on the Market street frontage and 24 stories on Mission.

Bob Passmore, assistant city zoning administrator, said. "I don't think the building will be as high as the maximum height limits permit, judging from the preliminary materials the bank has submitted to us."

The structure is scheduled to be built during a 25-year period, with the first half completed by 1935 and the remainder by the lurii of the century.

entury H will eventually bouse about 8000 employees for an around-the-clock operation. The center will be the main data bank for all Bank of America branches in Northern California. (There are now 498 such branches.)

The bank's present computer center, located directly across the street at 11th and Market, will remain as part of the overall operation.

But all the existing buildings on the site itself will be razed to make way for the new center, including Legg's Ice Skating Rink, the Hughson Ford Building, the Sherman Hotel and the former headquarters of the Bay Area Polution Control District.

The bank acquired all the property nearly two years ago in a complicated \$2.4 million land swap with the State Compensation Insurance Fund, a quasi-public agency that markets workman's compensation insurance

Harris Legg, owner of the ice skaling rink, said he had not been informed yet of his landford's plans, "The bank, however, did promise to relocate us if and when they do anything," he said.

He said he hoped his bustling skaling enterprise would remain on the property, perhaps to be rebuilt into what Legg said the bank told him "might be a Rockefeller Center type complex."

Although a bank spokesman said final plans had not been mapped out yet, a city official told The Chronicle: "It is highly unlikely the property will be used for anything but bank operations."

Legg's wife, Phyllis, said:
"We trust the bank implicitly. They are very civic
minded. If they don't keep
their promise to at least relocate us, there will be more
than 1000 children a week on
the streets without their
place to skate."

The new computer center will be half again as large as the bank's world head-quarters here, which is currently the biggest building in the city.

The center will rank in size behind the Pentagon, the World Trade Center and Pan American Building in New York and the Sears Tower and Merchandise Mart in Chicago.

The center will have several floors to accommodate 700 parking stalls. These floors will be designed so they can be easily converted into office space.

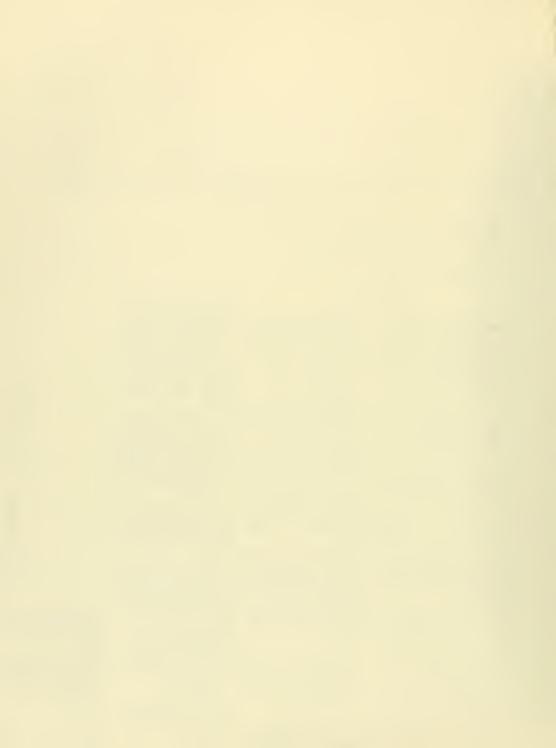
They will be converted, a bank spokesman said, when, and if, public transportation service improves during the night hours.

The bank has submitted

preliminary materials to eity officials for an environmental impact study of the center.

Between now and 1985, the bank will purchase and rent more than 860 million worth of computer equipment for the center, a spokesman sand

The Skidmore Ownes & Merrill architectural firm is handling the design of the building.



Editor's Mail Box Examer 13 TUNE1974 Sycamores in trouble

To the Editor:

You printed a letter from me (Sept. 3, 1973) wherein I expressed my opinion of the poor selection the city made in planting sycamore trees to beputify Market Street

Well, the trees did leaf out earlier than I thought they would and I trust they will keep their leaves later than I think they will

It's a pity now that evidently due to a malfunction of the automatic watering system they are being allowed to die.

After paying all the taxpayers' money for these trees why don't they have the Fire Department or the Street cleaning Department water them until the automatic device is corrected? The trees are pretty but I am a deeply concerned taxpayer as to their obvious neglect.

CHARLES E. SHUMATE San Francisco

It is strange that these magnificent sycamores (to which I was opposed as were you and many others) are not being planted properly. They are going at all angles, particularly in the area of the Warfield Theater.

Surely with the time they were given to produce fine hardy specimens, there is very little reason that the trees are being placed in such a haphazard way. They should be in straight lines at least. This installation is a laughing stock . . .

RONALD VAUGIIN Daly City

City officials, charged with the tree idanting program on Market Street, indicated that they are not happy with the installation to date. They agree that trees are bent and crooked in some cases. There is an antonic tic watering system but it has develoned some leaks and some problems. But they point out that if the city is not satisfied. the contractor is bound to make necessary changes within two years. - Editor

fetching cocktail waitresses. Tiffany lamps add to the atmosphere of one of San Francisco's newest and most innovative cocktail lounges. with wagon wheels at each end to designate the service areas manned confinement. The 44-foot bar is backed by areas. One cell, quite seeluded, would do well for those requesting solitary Four jail cells, complete with barred doors, provide other unique seating at the Civic Center terminus of B.A.R.T. on Market Street. Dominating Francisco history, the Black Bart Saloon brings back a little of the old west amid some Twentieth Century splendor. The hotel and saloon stands doors of a saloon dedicated to one of the city's favorite badmen – Black Bart. Located just off the lobby of this elegant hotel, itself a part of San last Friday when the PSA Hotel San Franciscan kicked open the swinging the saloon is an authentic stagecoach which provides seating for four BLACK BART SALOON - A colorful bit of history was remembered antique advertising mirrors



Crackdown at Hallidie Plaza

The Place Was Grawling With Cops

By Peter Stack

The Frog. fresh from ddy street and dapper in e sunlight, slinked across imy bricks like a jazzed wret.

It was 1 p.m. Hallidie Plat, where the crowds of tarket and Powell congeal, as heating up.

Drums and shouting and literers and tourists and runks and a saxophone asting lowdown aspersions n life.

The plaza. a new target or the city's law and order ect, also was crawling with ops. spruced up in natty

plain clothes and under orders to weed out the "undesirables."

Helping them, as usual, was John the Baptist, who stood ten yards off the cable ar turntable.

In his old battered tweeds, the familiar street preacher held his wrecked-up Bible tightly, and roared his afternoon sermon into the dazzle of Afro drumbeats.

"Be careful, my friends, be careful!" he shouted. "Watch for the wicked pickpocket!" he warned.

Pickpockets and pursepickers are major crime

problems in the vast intersection, where tourists load up the sidewalks during summer to wait for cable cars, or listen to musicans in the echo chamber that is Market Street.

"Pickpockets will have a mighty hot time in that lake of fire!" yelled John the Baptist.

Near No. 1 Powell the day and night Bank of Anterica branch, a tall blond planclothesman titted ou with an army fatigue jacket to hide his gun and handcuffs, surveyed the throng.

The big pleasant officer

said he was a little puzzled by all the fuss made in the newspapers over "a crackdown on crime around here."

"We've been working this place for months now," he said. "This is nothing new. Since June, we've made 43 arrests tor pursepieks right here."

There were about six officers strategically patrolling the crowded intersection yesterday, all members of the police department's Crime Prevention Bureau, a unit that specializes in at-

tacking distinguishable crime waves as they occur in the cify.

The police department announced recently it would concentrate an undercover effort along Market street, and especially around Hallidie Plaza — an effort that was politically promoted by Supervisor Alfred Nelder, the former police chief.

Nelder branded the plaza one of the highest crime areas in the city, and accused the San Francisco establishment community of "surrendering to the hoodlums" that practice their arts of petty plunder in the downtown section.

The police department, while officially heeding Nelder's hue and ery, has long been aware of the thieves and histlers and sneak sex perverts who spill out of the Tenderloin onto Market and Powell and Sixth and Seventh streets.

Almost all summer, police officers concentrating on various criminal specialties have been deployed on these streets.

"What's new about our patrol now," said Lieutenant Walter Braunschweig, the Crime Prevention unit's commander, "is that we are taking a stronger position on drunks, and others who are very offensive.

"We plan to clean up the area a little, and we can take the drunks, for example, to the city detox unit to dry out." the lieutenant said.

It is largely a cosmetic drive, the officer admitted.

There are basically a half-dozen crime specialities at work on Hallidie Plaza turf, where the pickings are a boon because of the streams of well-off and well-dressed tourists and shoppers who pass through.

Take The Frog. for example. A slightly built man who wears tight, fancy clothes and whose hair is dyed. The Frog deals in dope and sex. He's an amalgam of pimp, smallfry pusher, and general man-of-the-streets. He runs peek-and-seek missions for Tenderloin prostitution operations.

Yesterday, he had a friendly chat with the big blond officer in the army fatigues.

"Hey, Frog, what's happening?" the officer asked.

"Nothing, man," the Frog replied, "Just out for a little stroll after church."

They discussed the weather and the neighborhood like old chums.

Later, the officer explained. "He's too quick to catch. He moves fast like you wouldn't believe, smart

as a whip. He's always one step ahead. We know what he's up to, everybody around here knows him, but you can't catch him."

Pickpockets or pursepicks are the hig curse of Hallide Plaza. Mostly young, they are the Height of hand artists that John the Baptist warms about.

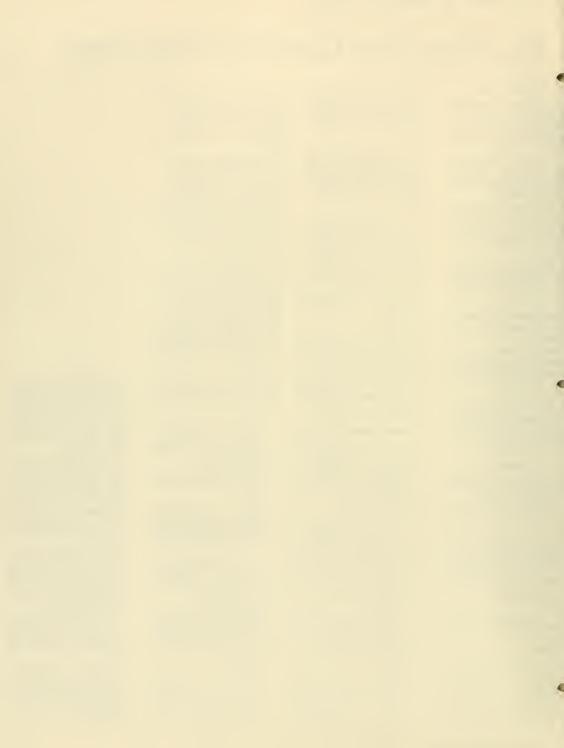
"You have to watch earefully," said one planetothes officer dressed in Levis and wearing a hand-tool of leviter visor to round out his counter-culture tone. "They work the cable car line, and the Muni buses. You learn to spot them by the way they check people out. It takes time to learn their moves, but after a while they stand out in the crowd," he said.

Another common criminal type working the Hallidie Plaza scene are the sneak sex offenders. These are persons who rely on the thick crowds to touch women. They grab or fondle; and then dissolve into the throng.

Dan the Jeweler, who generally works the south side of Market, but has been known to drift through the plaza recently, is yet another criminal type.

A slender and almost officious man, he sells bad watches and cheap jewelry, an ancient con game in big cities.

The police say the c types of criminals are difficult to catch, and to prosecute, and that the best way to deal with them is through undercover means.



HERB CAEL

The Walking Caen

SCENE: Hallidie Plaza, at the smelly foot of Powell at Market. Usual cast of characters: drummers, bummers, moochers, hootchy-kootchers, freaks, geeks, tourists taking pictures, pickpockets taking tourists, semebody's missing boy walking arm-in-arm with somebody's lost daughter. Dudes swagger among the prudes, offering everything from a sniff of coke (the kind things come better with) to a stash of the old grasseroo, and trying to look anonymous among all this, the plainclothes cops in their fancy duds, inconspicuous as tarantulas on a wedding cake.

* * *

POWELL AND Market in the New San Francisco. Only the cable cars on the turntable and the Flood Building look out of place, having been in place for so many decades. The flower stand appears a little time-warpy, too, as do the Powell Itreet Cowboys, the old fellers who have hung out at that corner since the era of Sunny Jim Who? They used to feel at home there, in the shadow of the B of A's Day 'n' Nighter, but now they shift about uncomfortably, old and square under their straight hats, their eyes a little cold as they regard the flots and the jets.

"A vast urhan space" is the way I gness the city planners refer to such artificially inseminated areas, these brick-topped acres studded with rachitic trees that also look artificial till they begin to wilt and die. The bricks are turning brown, mottled, discolored, speckled with choongum and eiggichuits. At last you know what is meant by the rather mystifying Early American saying, "Built like a brick ——honse." Here it is, laid

flat.

A lively corner, all sizes, shapes and cholers, babble of many tongues, glossalalia without the gloss, the universal pitch being "Got any spare change," and can anybody spare change these days? Stick out your can, here comes the garbage man, and the cans stuck in your face ask for donations for everything from ballet to Hashbury to man or Mayor in this city where there are no majorities.

S.F. Sunday Examiner & Chronicle, Sunday Punch, October 6, 1974

* * *

BRING THE cameras in for a closenn on this shot, Charlie-boy. Leaning against the rail of Hallidie Plaza is this old broad. Rant me no tautrums, Gloria, and slip me no lip, Miz Friedan, this was an old broad. I know because she was standing there with a can of Olympia in her hand, singing that old Sau Francisco saloon song, "Drunk with Love." Tears in your beers, that one. So along comes an old crock who remembers that song. He blubbers a little. When she comes to the last, heart-breaking line, "I'm drunk, dead drunk, with love," he applauds, and, focusing on her can of Olv. figures she's singing for mouey, like all the others in the area. So he rolls up a tenner and stuffs it into the can, which is full of beer. The scene fades with her screaming, "Why, you stopid old ---," and hurling the Oly at him. A minute later we see her on her knees, trying to extract that beer-soaked ten-spot.

* * *



McDonald's gets permit on Market

gers won another bout with the City Board of Permit Appeals, when the board approved a permit to improve a building at 609 Market Street Monday. The commissioners voted 3-2 to approve the permit.

Joseph Betz, owner of Hoffman's Grill, protested the permit on grounds McDonald's would generate unfair competition for his business at 619 Market.

Betz said a fast food restaurant employing minimum wage workers would jeopardize the 40 union employees' position at Hoffman's.

Joseph Belardi of the Culinary Workers Union - McDonald's outlet, said he

McDonald's Hambur- argued McDonald's poses has invested more than a dual threat to San Francisco. He said the national eatery chain not only promotes "unfair competition" to the City's unionized restaurant industry, but it also produces litter problems for the City's streetsweepers.

> McDonald's proposes to construct a 120-seat restaurant at 619 Market. Louis Berman. McDonald's regional manager, told the Board San Francisco has a big enough restaurant industry to permit a desirable competitive market.

> Former Supervisor William C. Blake, owner of the building to house the

\$65,000 in steel work in order to meet stringent earthquake-proof meas-

Last April, McDonald's earned a business permit to operate a franchise at 619 Market.

Commissioners Peter Boudoures and Mattie Jackson cast the only negative votes. Boudoures contended McDonald's would generate unfair competition and would hurt the investments made by non-chain re-. staurant owners.

Upholding Blake's permit request were Commissioners Roy Scola, James Harvey and John

O'Mera.



Justin Herman Plaza

Now it's "Justin Herman Plaza."

Bonie Herman, widow of the dynamic director of the Redevelopment Agency, climbed up on a stepladder vesterday to unveil a plaque renaming Embarcadero Plaza in honor of a man who changed the face of San Francisco.

I feel his spirit is right nere." said Mrs. Herman, whose hard-driving husband died at 62, apparently of a neart attack on Aug. 30, 1971.

Herman's daughters, Jane Hill i Jennifer Herman, were at the civic ceremony, along with Mayor Joseph L. Alioto and Board of Supervisors, president Dianne Feinstein.

Mrs. Feinstein, who was gallantly introduced by the new Redevelopment Agency



M. JUSTIN HERMAN He changed city's face

director, Art Evans, as the "most attractive woman here," said she knew the Ferry Building area well as a child.

The plaza lies between the glamorous new Hyatt Regency Hotel and the Embarcadero Freeway. Mrs. Feinstein said she hoped the freeway will come down soon so the parklike area can be expanded along the waterfront.

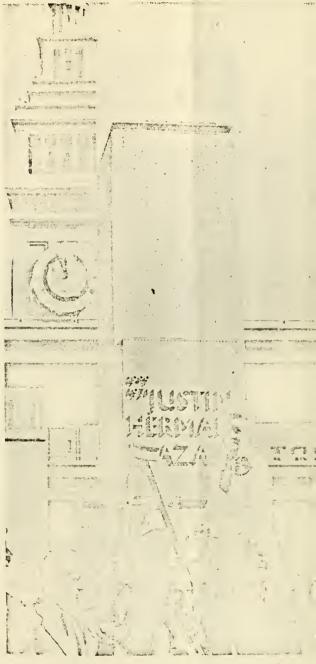
Calling Herman a "tough little cookie," Alioto said he (Alioto) had rejected advice given him his first day in office, in January, 1968, that he fire Herman.

Alioto praised Herman as being in the same class as New York's Robert Moses, saying they were both men who "could get things done, but Justin had more artistic insight."

Alioto contemptuously referred to environmentalists who successfully blocked the highrise development of the waterfront as "dyspeptic obstructionists . . . the y don't want to do anything."

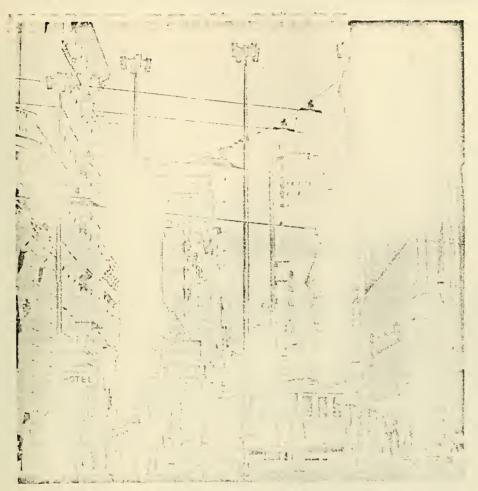
Alioto acknowledged that the nearby Vaillancourt Fountain has been mocked as "freeway debris." but defended it as having "great beauty" and said it has become a major attraction for thousands of tourists who like to walk "among it."

Mrs. Herman thanked the mayor for "having the courage not to fire Justin." and said the plaza embodied "exactly the purpose he would have liked it to have."



Bonie Herman (on ladder) unveiled plaque at ceremony with (from Evans, Jennifer Herman, Jane Hill, Mayor Alioto and Dianne Feir

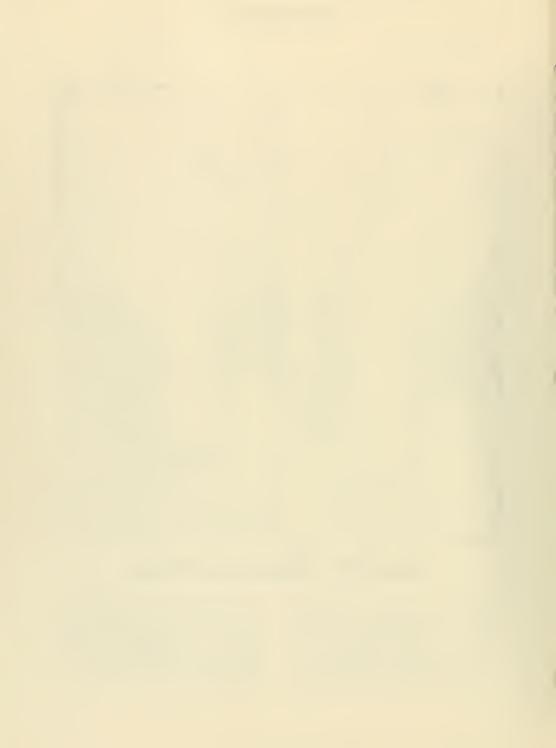




Lossy Standards

Five new ornamental light standard-flag poles were standing yesterday at the Powell and Market street intersection, the next-to-last phase of the Powell Mall Project. A year ago, similar poles had been installed, but they were uprooted and returned to the Chicago manufacturer for failing to meet design specifications. The 45-foot-tall bronze standards, which cost \$11,500 each, are topped by a cluster of

four cylindrical lighting fixtures that will illuminate the Powell street cable car turning. It allow feet away. The poles are equipped to hold banners, which may be flown to promote cultural or business events. Installation of the poles leaves only one more project before the Powell Mall-Hallide Placa project is finished—the creation of a shelter for cyola car passengers.



Market St. beautification?

A campaign is on to inform merchants that it is ultimately up to them to keep Market Street beautiful.

Six years after San Franciscans approved a \$24.5 million bond issue to make Market Street beautiful, Market Street is "a river of litter from end to end," according to the Downtown Association.

If pedestrians won't take it upon themselves to keep the street elean, then it's up to the merchants, Bernard Averbush of the Market Street Beautification Project told The

Progress.

The project has been distributing copies of the City ordinance which states that property owners and tenants are required to keep the sidewalks and tree areas adjacent to their buildings clean and in repair.

This means that it's up to the merchants to clear the litter that accumulates under the grids that surround Market Street's new trees and in the sidewalks.

Meanwhile, City Engineer Robert Levy said plans are underway to fill the space between the tree grills and top soil with gravel. Then a mesh screen will be placed around the base of the trees.

The aim, said Levy, is to make the tree holes less attractive to litterers and to rats.

EDITORIAL.

Market Street a pig pen

Sometimes we wonder if San Franciscans really care about their beautiful City. We thought so a few years ago when the voters approved a \$24.5 million bond issue to make Market Street "the most beautiful street in the world."

Walk down Market Street today and you are likely to see the "pig pen of the world." Note the photos on Page 3 of toady's Progress. It appears everyone in the City has had a hand in littering our main street.

The problem is that no one seems to want to elean it up. City ordinances place that responsibility on the property owners, the mereliants who occupy the street - front businesses.

After all it is the proceeds from their sales taxes which are paying off the bonds. Many of them invested many dollars to make substreet improvements to make their stores compatible with the project. It is their businesses which will suffer if the street is unattractive to shoppers and visitors.

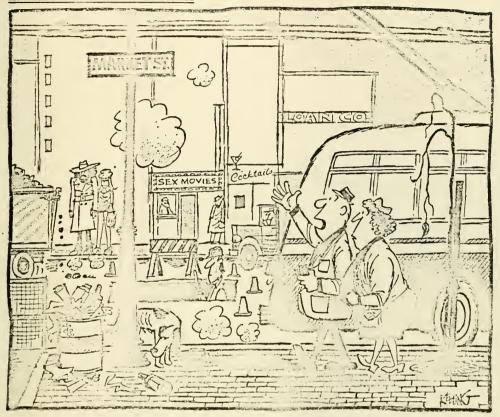
To be sure, the City is responsible for keeping the street itself clean, and there is room for considerable improvement there. The businesses, however, must take the responsibility for cleaning up the sidewalks. Many of the new brick walkways are covered with chewing gum and they haven't been swept for months.

And we would plead with the public to take greater pride in their City. One photo on Page 3 shows a half - full litter container with the surrounding area strewn with trash.

San Franciscans can do better than that.

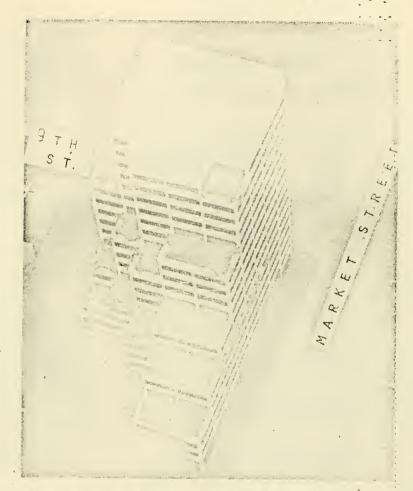






"Yes, Martha, this is beautiful, downtown Market Street"

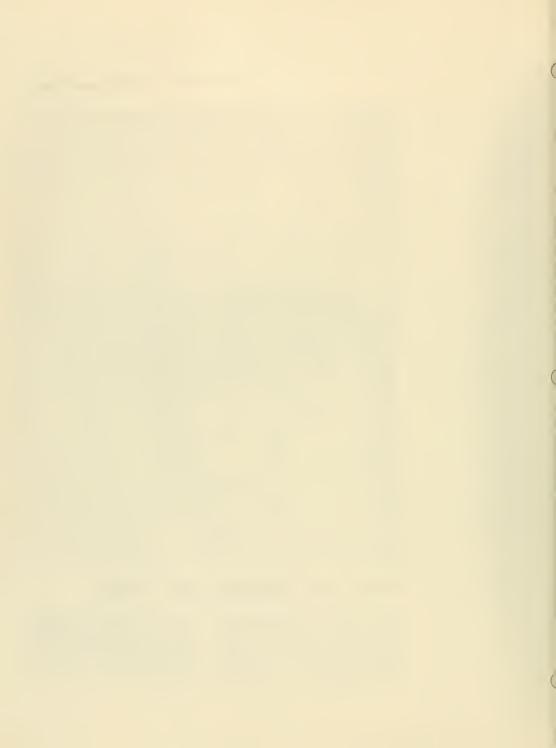


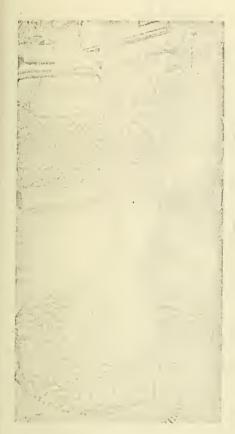


New for Market and Ninth

This is an artist's conception of the building slated for the State Compensation Insurance Board, to be located at Market and Ninth Streets. The 17-story structure will have a "stepped-in" facade toward Mission and Eighth Streets. It is planned that the 1500 em-

ployes working there will have 135,000 square feet of office space. The new building will replace the existing facility at 525 Golden Gate Avenue. There will be an inner court coordinated with street clanting as planned by The City for Market Street.





JESUS GUTIERES OF PUBLIC WORKS Rocks, screens around the sycamores

Market Street Rattles Rais

The beautification of Market street has attracted two detractors-the common litterbug and the foraging rat.

The litterers have been cluttering the grated wells of the syeamores with bits of buns and hotdogs, half-eaten chicken wings, ice cream cones, gum and candy wrappers.

And at night the rats-the big brown Norway variety known as Rattus norvegicus-steal across the brick sidewalks for a feast.

Two efforts were being pushed yesterday to reclaim the eity's main street.

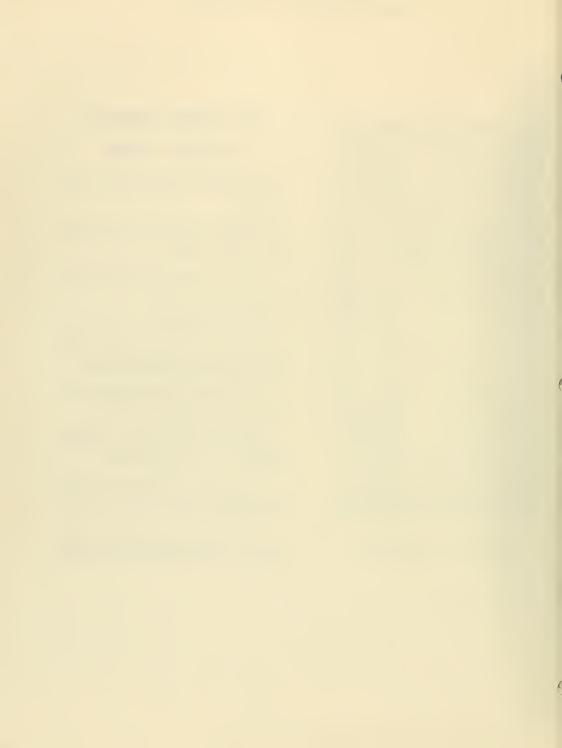
The Public Works Department was spending \$20,000 to fill the wells with erushed rock and cover the underpart of the grates with mesh screen.

"This will keep the trash on top and make it easier for merchants to keep the sidewalk and tree wells clean," said Robert Levy, city engineer.

And the second effort was aimed at making the merchants keep those areas clean—a stepped-up campaign by the Market Street Development Project to enforce a law now on the books.

"Under the law, and it's a strict law," said Bernard Averbuch, executive director of the project, "the merchants must keep both the sidewalks and tree areas clcan.

"All the law needs is a little enforcing and we're going to see what can be done though changing old habits maybe difficult. However, a few fines could help."



Dingy bricks tax The City's patience

Market Street don't like their bright new bricks enough to take care of them, they might find themselves in a special tax district to finance cleaning and maintenance.

This was the word out of City Hall yesterday, as crews began to put rat-proof grids around the new sycamore trees which have been planted along the twoand-a-half mile promenade between Gough Street and the Bay.

The wells in which the trees are planted rapidly became rubbish pits which attracted rats onto Market Street.

The probem of filth doesn't stop there, according to Robert C. Levy, city engineer.

Levy is determined the

If the merchants along new bricks on Market Street are going to be kept clean and bright - and this is not a city problem, he said. It's up to the landlords along Market Street.

> "We're not looking forward to an assessment district," Levy said, "but if they won't keep it clean, we're going to have to do something

> "If they would do it voluntarily, we'd love it. But if they won't then we are going to do whatever is necessary to get a taxing district going so the merchants and owners along Market Street will take care of their responsibilities - maintaining the sidewalks in front of their places."

> > December 1974



By Harry Jupiter

Sanford W. Westphal doesn't look like a man with license to kill.

Cordial and mild - mannered, he is a voluminous reader, especially of non fiction. He enjoys history and analysis of current events. He collects coins.

But each day, in the cold hours before dawn, when he climbs into his green Camaro with his faithful assistant and goes to work for the city, Stan Westphal becomes "The Rat Killer."

His business card identifies him as a "rodent controlman," but Westphal, 60, is not a man to bother with semantic niceties.

He is one of six full-time rat killers in the employ of the - San Francisco Health Department. His assistant, Bonnie, three, is a 95-pound German Shepherd.

There were reports recently of rats along Market street and in the Hallidie Plaza area. To some, it was shocking.

But not to Westphal, who has been poisoning and trapping rats along Market street for years.

That's his territory: Van Ness avenue to the bay, Market street to Fisherman's Wharf.

Despite her deceptively friendly appearance. Bonnie is **a** dedicated tracker of rats.

She sniffs them out, wags ther tail and, with a toss of her head, indicates rats' nests Westphal might otherwise miss

So far , neither Westphal nor Bonnie has been bitten.

"It's a challenge," Westphal said yesterday, as he and Bonnie suiffed around Hallidie Plaza, "You're doing some good. Most people are afraid of rats.

"We don't make much money, but we have a lot of tun."

The city pays Westphal \$405 a month and gives him a lot of freedom

"I pretty much set my own hours." he said. "I like to work real early, before the crowds come pouring onto Market street, or else people just get in your way.

"There's a bunch of kooks in this town. Some of 'em are even ready to start a lawsuit if they see you trapping a rat. I'd just as soon not have to discuss my work with every nut who comes along."

San Francisco has an estimated 300,000 rats, most of which never emerge from sewers and the underground unless they're disturbed by excavations. There's been a lot of excavation along Marget street in recent years.

Most stores and other businesses employ private exterminating firms to pursue rats and other pests. There are four pages of listings of private pest-chusers in the Yellow Pt ges.

The city will respond, however, to complaints and requests for help from residents who are having difficulty finding and chasing rats in their homes.

"The techniques are basie." Westphal said. "Traps and poisons.

"Rats are pretty intelligent. There are rats that become trap-wise. They see rats that have died and they

avoid them and the traps.

"You know, a rat — any rodent, really — can't re-

gurgitate. Anything a rat eats stays down. That's why poison is effective. If a rat eats poison, it can't get rid of it."

There have been cases, though, of rats developing immunities to milder poisons. There have even been eases of rats eating into caches of narcotics — and getting high.

In Hallidie Plaza, and along Market street generally, rats have been getting fat because of food people had discarded on the sidewalks. A lot of garbage had been collecting around the Market street sycamore trees until the city put gravel and wire screens around the grates at the base of the trees.

Richard McKay, 39, of the city's tree division, directs a crew of three men each morning in washing down Hallidie Plaza.

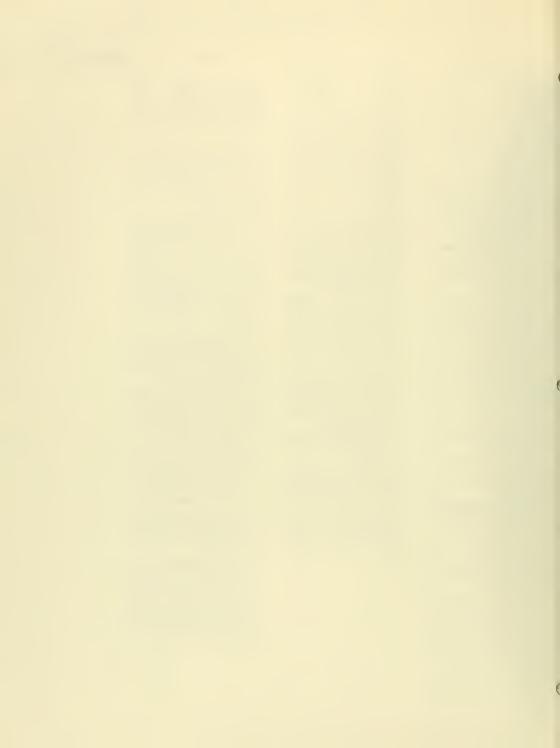
"We spend two, three hours a day cleaning up." McK., 'said, 'starting at 6 a.m. We've seen plenty of rats scurrying around."

"They've been eating up the poison pretty good," Westphal told McKay.

Westphal had some advice for people troubled by rats.

"Like any animal." he said, "rats like to go where it's warm. They don't care whose home it is, as long as it's comfortable and there's plenty to eat.

"But much of the rat problems still get back to people and people's habits. Any time you see somebody dumping garbage on the street or in a lot, it's creating a breeding ground and a feeding place for rats."



LAST DAYS OF A FIVE AND DIME

By Larry Liebert

Teeuagers rummaged through bins of \$2.50 slacks, two nuns enjoyed the \$1.29 chicken-in-a-basket lunch and a stripper stocked up on cheap makeup.

It was business as usual this week at the downtown Kress store on Market street, near Fifth street.

The usual crowd of shoppers of modest means searched for goods at bargain prices, and only "clearance sale" signs suggested that the big "five and dime" store is about to close after 49 years of the same routine.

Almost 100 employees have been told they will lose their jobs within a month, although Kress executives have denied that the de-

cision to close is final and Mayor Joseph Alioto has urged them to reconsider.

"We've had some families shopping here for generations," said cashier Rosina Genessi, who has worked behind the Kress counters for 25 years.

"Our people are different from customers at the big department stores." she said. "They are people who wouldn't even qualify for credit at Macy's or the Emporium."

A black woman followed by a crying toddler, an old man in a soup-stained shirt and young girls speaking Spanish roamed through aisles of plastic bowls and greeting cards, birdseed and off-brand stereo equipment. Closed-circuit television cameras panned over the crowd in search of shoplifters.

"I buy eyelashes and eyebrow pencil here before I go on the road," said Ilcather Fields, a tall professional stripper who has spent three years on the bump-and-grind giranit

"I'm 22 years old." she said. "I spent my birthday here the other day, drinking coffee with the security guard."

The lunch counter at Kress is something of a Market street community center. Its waitresses help blind and lame senior citizens carry trays and counsel them on personal problems.

"We have some senior citizens who come here for three meals a day," said waitress Gloria Lemon.

"I like the turkey sandwich, and the girls who work here are so sweet," said Laura Andrews, an elderly public housing resident with a walking cane and blue hat. She averages two Kress neals a week.

"Why would they close this place?" she asked.

The answer apparently involves the ups and downs of both Market street and the

variety store business.

"People have started going to suburban shopping centers in the last ten or 12 years." Kress chain president Al Walker said in a telephone interview from New York. "Some of our downtown stores stayed profitable, but others were overtaken by rising taxes and operating costs."

Over the last year, Genesco Inc., owner of Kress, has closed about a third of the 347 Kress variety stores. Other variety chains have made similar changes.

"We were closing about 100 stores a year over the last five years," said vice president Hubert Patrick Smith of the big F.W. Wool-worth chain. "Our sales are doing quite well . . . but variety stores are having trouble holding down the cost of items they stock."

Variety stores also have an image problem, Smith added. They haven't really been "fivo and dime" stores since the 1930s, when they

first started selling items priced above ten cents.

In recent years, the major chains have been expanding their inventories to include appliances and clothing, Smith says. The stores, he goes on, are searching for a market somewhere between the old corner notions stores and the big discount houses.

In the 900 block of Market street, the Kress store is surrounded by drab old storefronts and empty buildings, including the big hulk of the old Penney's department store, vacant for four years. The new brick sidewalks of the \$25 million Market street beautification project have done little so far to change the tone of the stores near Kress, a problem decried in a report last year ning and Urban Renewal Association.

There are new stores right next to the Powell Street BART station, however, and the huge Woolworth store at the Powell street cable car turnable remains the

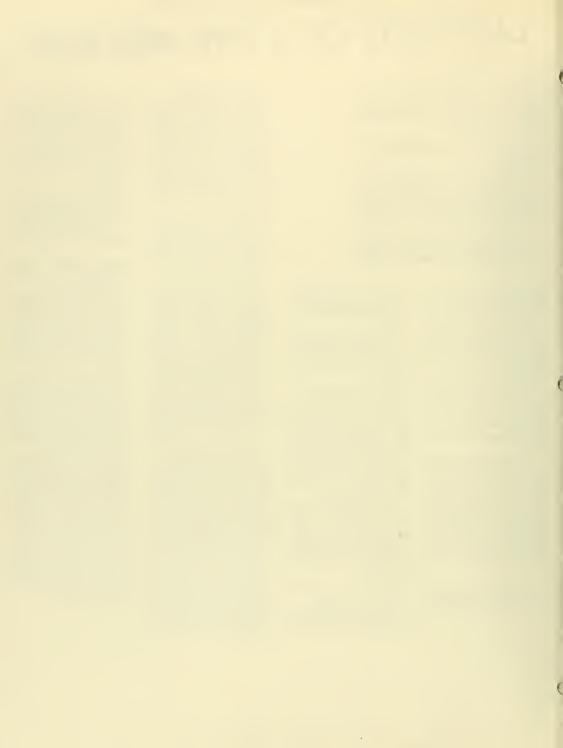
highest-volume store among all 1596 Woolworth outlets in this country.

"It's surprising what a difference even half a block from a prominent location will do." said Woolworth's Smith. His chain's store is just about that distance from the floundering Kress outlet.

But the merchants of Market street insist that business is improving all along the boulevard now that BART subway construction is completed, and they argue that Kress is about to make a big mistake.

"We think the closing would be a bad decision made by an out-of-town corporation that doesn't know about the 'new' Market street," said Bernard Averbuch, director of the Market Street Development Project.

"This isn't a bad sign for Market street," Averbuch said, "bccause if Kress leaves, we won't have any trouble getting someone else to rent that store."



Whoo-ee!

By Donald Canter Urban Affairs Writer

The French gave New York its Statue of Liberty whose torch inspired Found Lazarus to write her famous poem proclaiming: "I lift my lamp beside the golden door."

Today, exactly a century after Frederic Auguste Bartholdi started working on the statue, a Parisian firm is fabricating a \$200,000 contraption that will lift a mighty light beside the Golden Gate some time this spring.

But because the French company was unfamiliar with San Francisco's tough 20th century building code, it took almost an act of God to win City approval for the modernistic torch.

Rising 62 feet and commissioned to illuminate the courtyard of the Levi Stranss Building in Embarcadero Center, it was designed by sculptor Nicolas Schoffer whose Montmartre studio was once used by impressionist painter Paul Cezanne. Calling his work a "luminodynamic cybernetie" sculpture it's a towering scaffold with dozens of revolving mirrorpolished stainless steel dises that beam colored auto headlights.

When Embarcadero Center master planner John Portman fell in love with the dazzling effect when seeing a sample of Schoffer's work in New York's Galerie Denise Rene, he had no idea what he was in for.

Embraeing his love at first sight turned into an exasperating experience with the language barriers that sprang up between the artist and French engineers on one side and, on the other, the Embarcadero planners and local City department responsible for enforcing San Francisco's building codes. Merely translating the applicable sections of that code into French took three months.

It took 10 months to unravel the ensuing Babelie confusion.

As a starter, the electrical engineers of F. Manelae, the Paris-based company selected to fabricate Schoffer's design, did what comes naturally to any level headed Frenchman. So they chose to run the electrical wiring leading to 19 tiny motors, needed to revolve the discs, through the tubular members of the scaffold.

This was rejected by the San Francisco Burean of Building Inspection on the grounds that these tubes failed to meet the "approved conduit" requirement of the local electrical code.

Next, it turned out that the auto light fixtures selected by the artist didn't have the U.L. (Underwriters Laboratory) label which is the seal of approval for American huilding contractors, electrical contractors and unions.

To overcome that one, it was decided to buy comparable American lights, ship them to Paris and have them installed there. A 62-foot
thingamabob
of rotating
mirrors
in colored
lights for
a downtown
plaza

But that still left the problem of wiring the lights and that required conduits. As a gesture of goodwill toward the nation that gave America its torch bearing symbol of freedom, San Francisco allowed the French to wire this their own way.

There were some more problems.

Like the fact that the French engineers had sent blueprints listing all their computations in their native tongue besides using the metric system for their calculations. When that obstacle was overcome by having a French student translate everything, it was

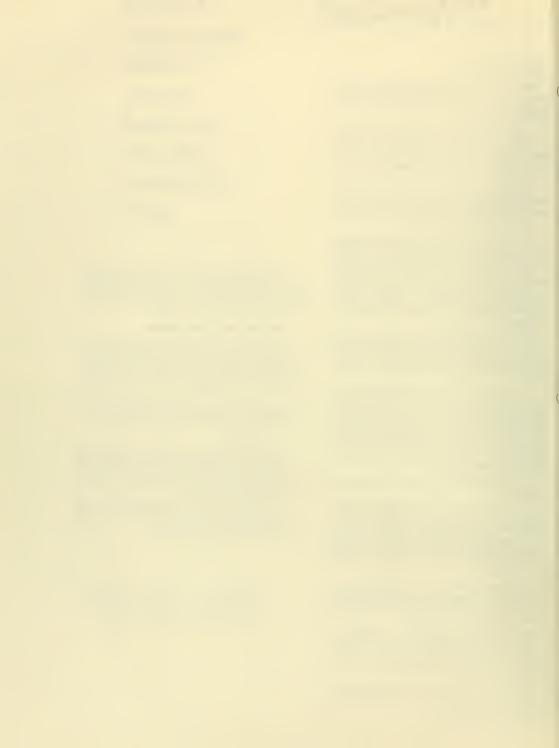
discovered the design didn't meet the stiff San Francisco quake and wind resistance requirements.

It does now.

Simon Snellgrove, the center's development manager who agonizingly supervised the project, described the whole experience as "a case of French improvisation versus American precision, with plenty of aspirin thrown in."

Of his own "cybernetie" work, Scholler has said: "Cybernetics is the awareness of the vital process that keeps phenomena in balance.

Jan. 19, 1975 公公公会 Section A S. F. Sunday Examiner & Chronicle







CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS

January 17, 1975

OFFICE OF THE

260 CITY HALL SAN FRANCISCO 2, CALIFORNIA

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Sweeping of Market Street Sidewalks in Front of

Dear Market Street Property Owner:

Recent newspaper articles and radio editorials have pointed out the problems with trash and litter which are spoiling the effect of Market Street Beautification. The City has invested \$24.5 million dollars in an attempt to upgrade the downtown area. This investment will be wasted if Market Street is allowed to become cluttered with hot dog wrappers, cigarette packages and other trash.

The wire mesh and rocks which were placed in the tree pits have made it easier to keep the tree pits clean. New litter receptacles, which will replace the existing barrels, will further improve the appearance of the street.

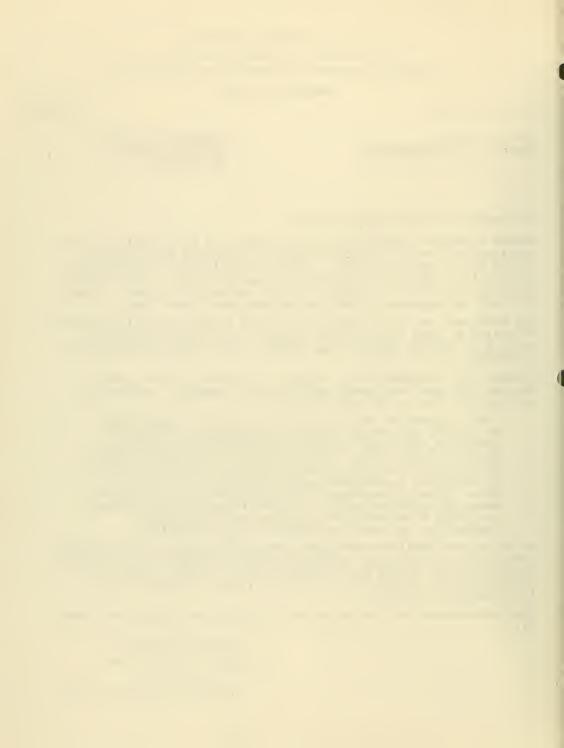
However, the responsibility for the cleanliness of the sidewalk remains with you, the owner, and with your tenants. Section 34, Article I of the Police Code states:

"The occupant or tenant, or in the absence of an occupant or tenant, the owner, lessee or proprietor of any real estate in this City in front of which there is a paved sidewalk, shall cause said sidewalk to be swept or otherwise cleaned each day, Sundays, and legal holidays excepted, if necessary to maintain said sidewalks free of dirt or paper litter. Sweepings from said sidewalk shall not be swept or otherwise made or allowed to go into the street, but shall be caused to be disposed of by the person responsible for the cleanliness of said sidewalk."

As we are not familiar with agreements made between you and anyone else who may occupy your property, please make sure that the person responsible for having the sidewalks swept is aware of his responsibility. As with all ordinances, legal sanctions may be taken against violators.

Your cooperation in this matter will help all of us enjoy a cleaner city.

S. M. Tatarian Director of Public Works



Market
Street
looks
a little
less
filthy

By David Dietz

Is Market Street cleaner?

Perhaps so, but city officials aren't mollified yet — not by far.

Possibly due to a new city clean-up drive, many repulsive sidewalk scenes of recent months seem to have vanished, a walk of the street showed yester-

Gone are the vast amounts of wafting paper, the glut of bottles and cans in tree wells and the grimy milieu that seemed to touch every new brick of the beautiful promenade.

Litter is still abundant, but most property owners, merchants and workers believe the appearance is a first step toward enhancing the \$24.5 million modernization project undertaken by city officials two years ago.

Businessmen along the street all claimed a commitment to cleanliness, despite criticism from city officials and the public for not doing their share. Those interviewed said they swept sidewalks at least daily; some reported they hosed or cleaned with chemicals as well.

The City wants to wait and see.

Public Works Director Myron Tatarian last week

mailed letters to Market Street property owners, reminding them it was their reponsibility under the city police code to keep storefronts clean.

It warned of possible legal action against violators, but city engineer Robert C. Levy said it was the intent of the letter to encourage private remedies so "The City can keep its nose out of it."

Levy said he last inspected Market Street about six weeks ago, and found extensive litter. He said he was unaware of improvements but hoped the letter had been influential.

Levy reported The City was reviewing a program under which an assessment district might be formed to take carc of one of the street's most naging and unsightly scenes — gum smeared on the bricks like thousands of multi-colored polka dots.

Under this procedure, San Francisco would hire a contractor to remove the gum by steam cleaning or other means, then bill property owners for the cost.

Still, Levy said, The City would prefer merchants to do even that job themselves.

The tree wells, though covered with anti-rat screening, still pose a problem, too. Pedestrians use them as trash receptacles.

Lou Franco, who runs camera and clothing stores in the 900 and 1000 blocks of Market, thought the tree bases weren't the eyesore they once were. But he said he was plagued at his 923 Market store.

the tree bases weren't the eyesore they once were. But he said he was plagued at his 923 Market store by debris blown from the long expanse of sidewalk in front of the vacant J. C. Penney's store.

In the block between Sixth and Seventh streets, a barber who declined to be identified claimed litter was worse.

Yes, he swept, the barber said, "but what am I supposed to do — be out there all day long?"

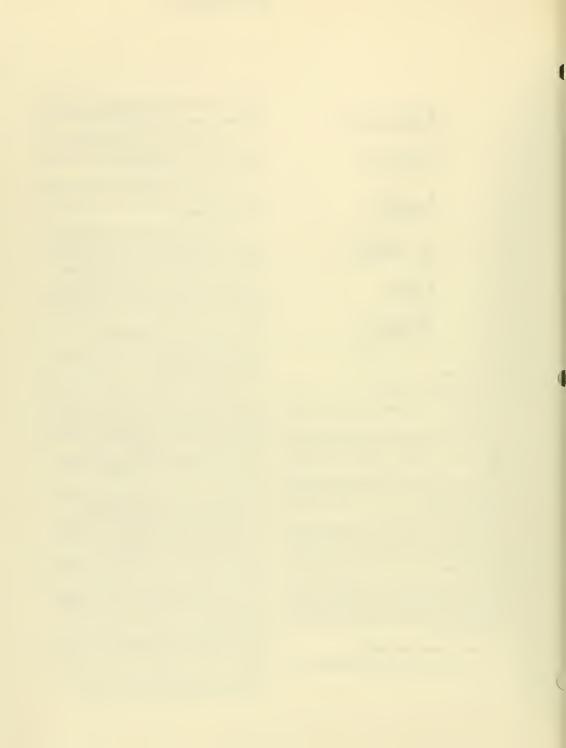
Byron Wilber, assistant manager of Flagg Shoes at 950 Market, said the lone problem at that location was an occasional discarded beer bottle.

He believed even "the careless ones" would use receptacles with improved design and better placement.

with more improvements to come, including movement of streetcars underground, bespectacled, ebullient James Johns said the future for Market Street was bright.

Johns, who stood chopping lettuce at the outside counter of the venerable Palm Garden Grill, 975 Market, looked out into the wash of sunlight and said:

"Once they complete the street it's going to be beautiful. We'll make a nice place out of this."



Uniformed Patrol for Market St.

A squad of San Francisco policemen was ordered to change from plain clothes into uniforms for Market street patrol and perhaps tackle the problems of litter along with pickpockets, panhandlers, drunks and other concerns, it was announced yesterday.

The donning of uniforms was prompted by a meeting on Monday among Mayor Joseph Alioto, police brass and representatives of several downtown business and merchant organizations.

The policemen who have been working the downtown street patrols — concentrating on Market street — will wear uniforms in an effort to make them a "more visible" or means of deterring crime, said supervising Captain Jereniah Taylor.

Taylor said he favors the use of plainelothesmen as the most effective way of fighting petty erime that has troubled Market and other downtown streets in recent years.

"But those who attended the meeting at the mayor's office voiced strong opinion that the benefits of uniformed officers were superior to planelothes patrols." Taylor said

"We'll try it out," he added.

The business interests at the meeting also asked for

police help in combating sidewalk litter.

The result is that police officials have agreed to study the litter situations and possibly devise some method to enforce the litter laws gracefully.

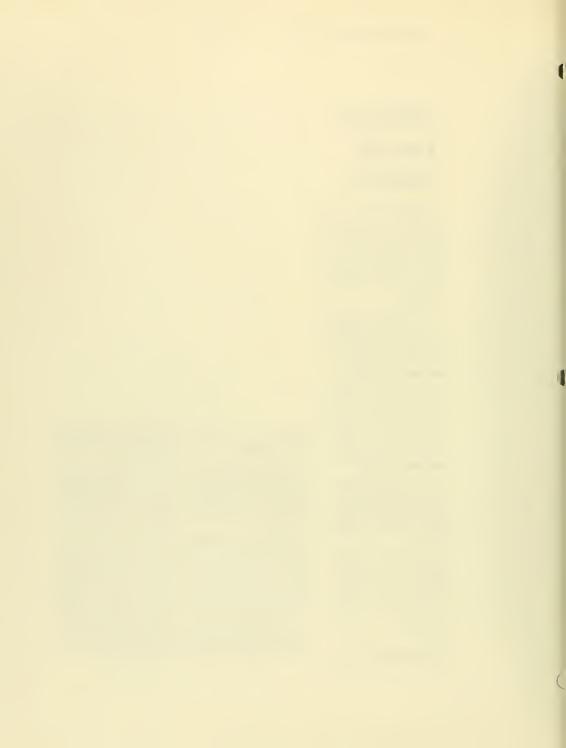
"We will ask officers to use their best judgment." Captain Taylor said. "In most instances this will mean that litterers will be asked to pick up their litter, and possibly be admonished by the officer," Taylor said.

In addition to police efforts on the litter front, the director of public works, Myron Tatarian, is sending Owners Association.

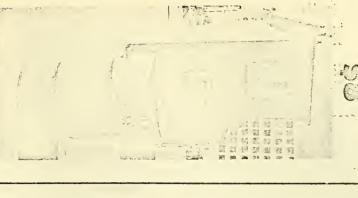
out letters of warning to property owners and tenants on Market street about sidewalk trash.

In the letter, Tatarian eites a city ordinance holding them responsible for disposing of the litter on sidewalks in front of their business places.

Meeting with the mayor and police officials were representatives of the Market Street Development Project. Hotel Employers Association San Francisco Hotel Association, District Council of Merchants, Downtown Association, Golden Gate Restaurant Association, Apartment House Association and Residential Hotel Owners Association



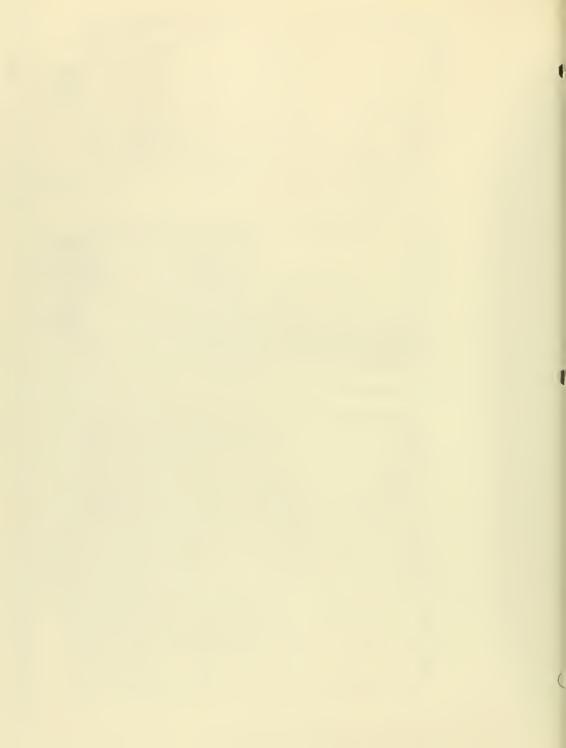
SON. 05





City's new concrete and bronze garbage receptacle

The old garbage cans on Market



By Harry Jupiter

apiece. The Chronicle Market street will cost \$950 learned yesterday. designed to help beautify The new trash receptacles

in late April and early May. Stalled along Market street receptacles are to be in-Works, said 150 of the new city's director of public The cost of the litter cans Myron Tatarian, the

coated with bronze, the new \$24.5 million Market Street will come to \$142,500 of the Beautification bond issue. Made of concrete and 350 of them in 1971. BART also has 800 pre-

cles at its outdoor stations cast concrete trash recepta-BART spokesman said. Those cost \$73.78 each, a

yesterday she hasn't seen trash receptacles. She said appearance of the city's tiful, has been very involved dent of San Francisco Beauthe new trash cans in Halliin attempts to improve the Frieda Klussmann, presi-

green and yellow oil cans

out the downtown area now used to collect litter on receptacles will replace the

said. cost \$8 apiece. Those old oil cans, Tatarian Market street and through-

> near the Powell street enplaced in Hallidie Plaza, trance to the BART station.

ready looking scratched and The \$950 trash cans are al-

apiece when BART ordered clean and are made of staincles. These are shiny and less steel. They cost \$97.45 ber of other trash receptathe BART station are a num-Just inside the entrance to

those people." is par for the course with God! I don't believe it. This rosting \$950 each. Klussman said. "Oh.

facturers." with material from manu-8950. And we were deluged tioned a price anything like Beautiful" and nobody menproject of "San Francisco ideal trash receptacle for a manufacturers were contacted in the search for the Mrs. Klussmann said 44

volved in the beautification She said architects in-

tacles have already been

Several of the new recep-

aged to see them yet." said design. But I haven't manthe cans, he said I could go director of flie Market Street nard Averbuch (executive Mrs. Klussmann. to the architect and see the Development project) about "Every time I asked Ber-

Told the receptacles were VIU.

what if someone would want wants to bring from home.

and Associates, Mario J.

includes Lawrence Halprin

Joint Venture Architects

make the decisions They're the people who Joint Vesture Arciatects tural firms, known as the done by the three architec

fold it again . . jam it into the hole. Nothing fold it all again . . . then you "You fold it . . . then you to throw away a newspaper? "Easy." said Tatarian then you

bage can for your home, by the way, a 32-gallon plastic If you're looking for a garabout the litter cans project and others were "evasive" when she asked

for \$7.95. If you prefer gal-

receptacle can be purchased

vanized metal can, it costs

son for the small hole in the Tatarian said. "It's designed top of the receptacle chosen to take litter, not garbage." When asked about the rea-

didn't select the \$950 trash

Tatarian made it clear he

receptacles.

"That." he

Said. SP M.

than the \$950 beauties, "but that it's easier to deposit effise in the ugly 88 oil cans Tatarian acknowledged

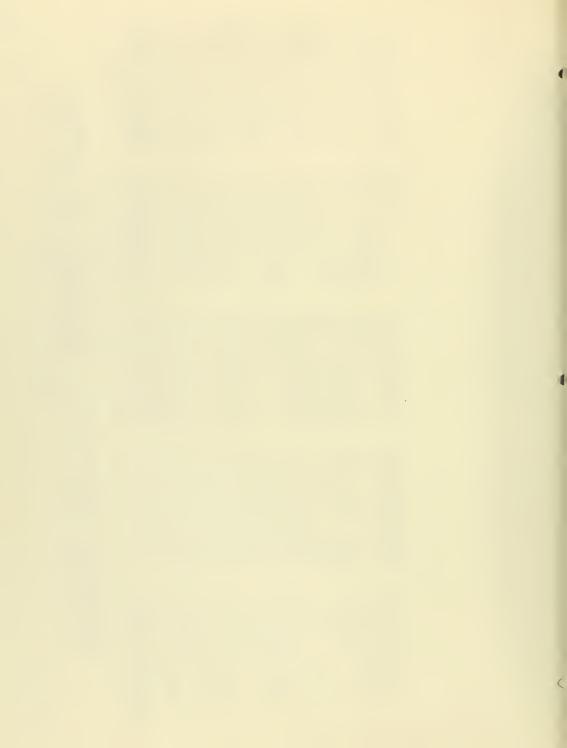
all the trash everybody those things aren't there for

Well, then, he was asked

sociales. John Carl Warnecke and As-Clampi and Associates and

the \$950 figure. prise, 100, when he heard Averbuch expressed sur-

with trash receptacies, too guess inflation's catching.up that's what it must be. I what Myron (Tatarian) said "Well." he said. "If that's





CITY AND COUNTY OF SAN FRANCISCO TRANSIT TASK FORCE

OFFICE OF THE PROJECT MANAGER 770 GOLDEN GATE AVE., ROOM 200 SAN FRANCISCO, CALIFORNIA 94102 558-3757

COPY

Mr. Rus C. Arquette
Board Chairman
Stryco Manufacturing Company
336 Seventh Street
San Francisco, Ca. 94103

Dear Mr. Arquette:

Reference is made to your letter to Supervisor Feinstein dated March 20, 1975. In your letter you indicated a concern about the cost of the Market Street waste receptacle.

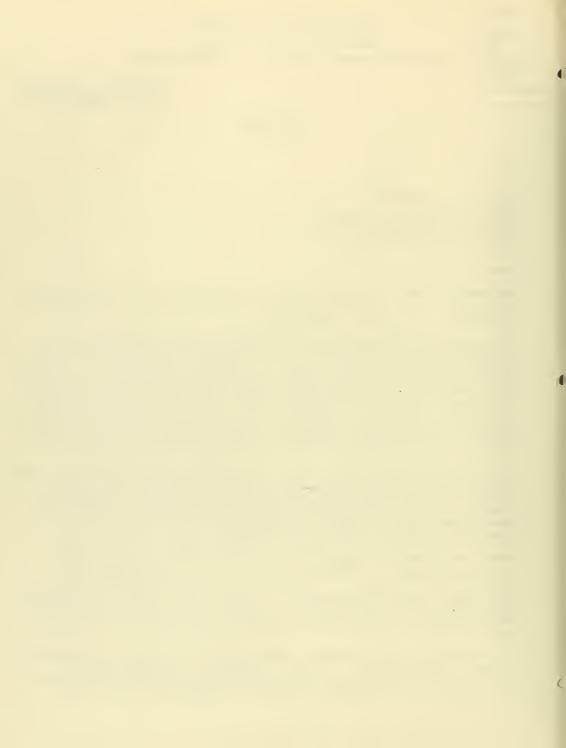
As a manufacturer accustomed to bidding on several different items in one contract where there is an opportunity and advantage in unbalancing bid items, you must recognize that isolating the cost of one item in such a contract can be misleading. Similarly to isolate one item of furniture from those other items in the Market Street furniture contract is to distort and perhaps misrepresent the overall situation. Analysis of the other bids submitted indicates that the true cost of the trash containers is between \$700 and \$1,000 each. However, the furniture contract was awarded on the lowest total cost and not because the cost of any one item was less.

The people of the City and County of San Francisco determined in 1968 to transform Market Street into a "Grand Boulevard" to recognize Market Street's unique position and potential in the City and to create a pleasant and proud place for its citizens and visitors to meet, experience and enjoy. To this end a 24.5 million dollar bond issue was passed to finance the project.

There are several prerequisites that the street furniture such as trash containers for such a project as Market Street must meet.

The design must be handsome and dignified. And it must be consistent. All elements must be of a family. They must be durable. They must resist the abuse of use and environment. And they must be of low maintenance.

In consideration of the above, bronze was selected for all exposed street furniture metal. It is a handsome and durable material consistent with the design of a major public space in a major world city. And it is virtually maintenance free for its entire life.



This is difficult to put a dollar value on, but it means the object will not spend the major length of its life looking shoddy, waiting for the moment it finally looks bad enough to warrant the expenditure necessary to replace it or to restore it to its original appearance, which in turn may be short lived. Bronze naturally forms a patina. If scratched or marred it will "heal" itself. And if necessary, it may be burnished. The bronze in this case provides the finish and the form for a heavy reinforced concrete body. This makes the waste receptacle rigid, heavy and very difficult to move or casually vandalize. The receptacle has a lightweight liner to facilitate emptying and the top, with no moving parts, is designed to receive and hold trash essentially out of sight and protected from blowing wind. The opening size is not uncommon for waste receptacles and is at least as large as BART containers. The Market Street container opening is shaped to receive waste material but the top is sloped to shed rain water.

While the existing oil drum garbage cans when available from the recycling process cost under \$10.00 each we have to consider some of the disadvantages in their use. The wide open top serves more as a display case for garbage rather than a receptacle for its disposal. They will not blend in aesthetically with the "New" Market Street. The cans become defaced, rust out quickly, are overturned and are stolen. The average life of a can is approximately one year. Therefor their total cost over the projected life of the new containers may not be much less.

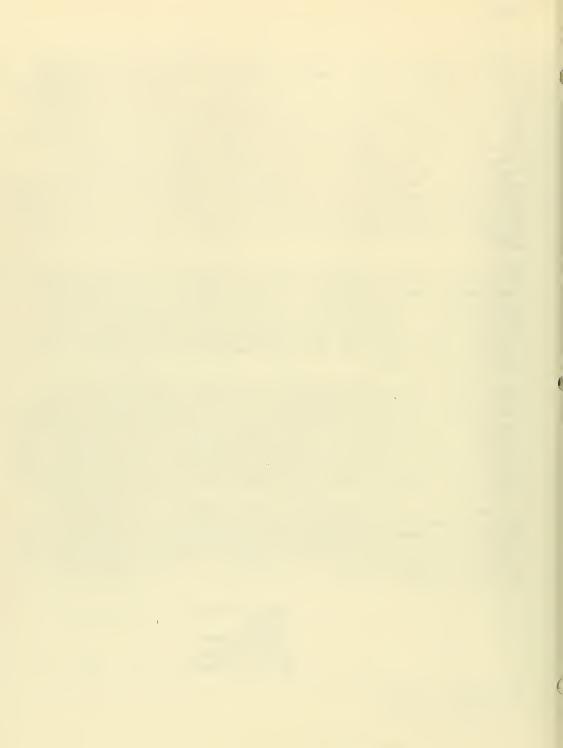
BART's stainless steel receptacle is probably a good and wise selection for its particular situation. It is used indoors, in a controlled and patrolled situation. It is in scale with its surroundings and its material is consistent with other BART furniture and finishes, as it should be. On the other hand, if this container were outside on Market Street it could, and probably would be stolen, thrown through a window or otherwise vandalized. And finally its 1971 price could easily be doubled in 1975. So we have an indoor item at 1971 prices compared to an outdoor Market Street situation in 1975.

In conclusion, the Market Street waste receptacle was designed for Market Street and its unique set of requirements. A distinctive design for a Grand Boulevard, consistent with other elements, durable and longlived in an essentially hostile environment. Considering the desired result and its projected longevity, (over 50 years) the cost of the new waste receptacle is reasonable for a Grand Boulevard, such as Market Street.

Very truly yours,

Mack-M. Barron Project Manager

CC: Thomas J. Mellon
cc: Dianne Feinstein
cc: Bernard Averbuch



KCBS NEWSRAD # 0 74

EDITORIAL

ONE EMBARCADERO CENTER
SAN FRANCISCO, CALIFORNIA 94111
PHONE (415) 982-7000/CBS OWNED

This is one of a continuing series of KCBS Radia editorials expressing the apinion of station management on topics of vital interest to the community, Responsible representatives of appasing viewpoints are given the opportunity to reply on the air. If you missed the broadcast of this editorial, we hope you will read it. Your comments are always welcome. Peter M. McCay, Vice President, CBS Radia Division General Manager, KCBS Radia

SUBJECT:

Trashcans 75-22

BROADCAST.

March 7, 1975

AM: 12:15, 2:46, 5:15, 8:15 AM; 12:15, 3:15, 6:15, 9:15 PM Repeated: Saturday, March 8, 1975 - 10:15 PM Sunday, March 9, 1975 - 5:15 AM

First it was the possibility of paying street sweepers 17 thousand dollars a year. Now, the latest fiscal fiasco in San Francisco is the purchase of 150 trashcans with a total price of 142 thousand dollars. That comes to the incredible unit price of 950 dollars each! Absolutely astounding!

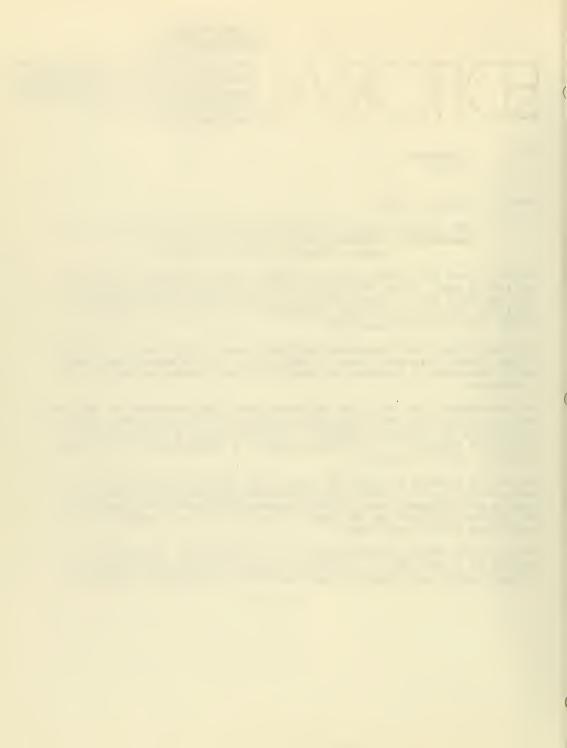
At that rate, San Franciscans may feel their litter isn't worthy of being tossed into such grand receptacles. On the other hand, maybe we're expected to upgrade the quality of our refuse to match the trashcaps.

We understand that only two trashcans have been produced so far. We also learned that cancelling the contract for the remainder would cost about 85 thousand dollars. That would mean a net saving of around 58 thousand. We strongly suggest a cancellation of the contract to cut our losses.

As to the already produced two cans, how about putting them on a pedestal inside City Hall, as a reminder that public dollars are really no different than private paycheck dollars. The remaining 58 thousand dollars can be used to purchase the much needed but much less flashy trashcans.

Now, we know Market Street needs to be cleaned up. We know it should be a show place. We know both these things will happen if enough people want them to, but really now, 950 dollar trashcans?

* * * * *



KCBS NEWSRAD MO 74

QNE ENHANT ADRO CENTER SAN FRANT ECOLOGIC CHIEF CONTROL SAN FRANT ECOLOGIC CHIEF CONTROL CHIEF CONTROL CHIEF CONTROL CHIEF CONTROL CHIEF C

most welcome

CBS Radio Division

Peter M. McCoy, Vice President

General Manager, KCBS Radio

SUBJECT:

Reply to Trashcans

1R 75-22

SPOKESMAN: Warren Truitt

BROADCAST:

March 14, 1975

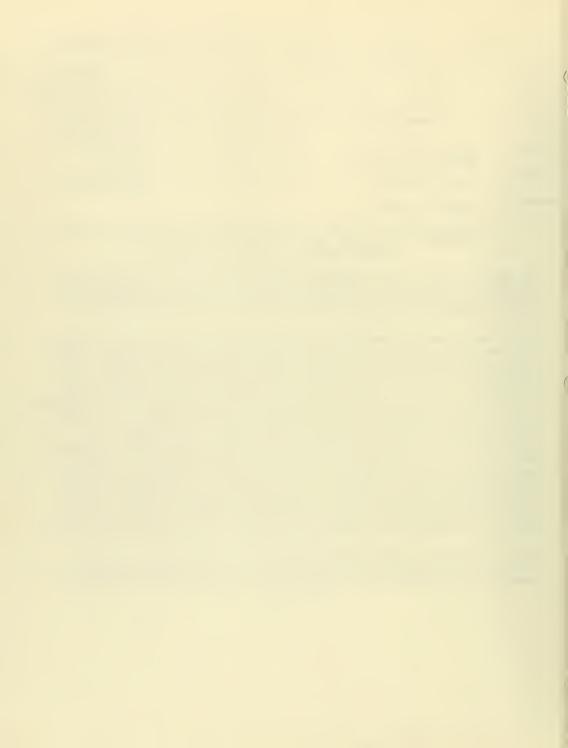
AM: 12:15, 2:46, 5:15, 8:15 AM; 12:15, 3:15, 6:15, 9:15 PM Repeated: Saturday, March 15, 1975 - 10:15 PM Sunday, March 16, 1975 - 5:15 AM

ON MARCH 7, 1975, KCBS COMMENTED ON THE POOR USAGE OF PUBLIC MONIES IN THE PURCHASE OF \$950 TRASHCANS FOR THE CITY OF SAN FRANCISCO. SPEAKING IN RESPONSE IS MR. WARREN TRUITT, PRESIDENT OF THE MARKET STREET DEVELOPMENT PROJECT.

KCBS' recent apt editorial on our \$950 trash cans certainly brought a happening to the attention of San Francisco taxpayers which should arouse their fighting instincts. This boundoggle is an incredible \$142,000 for 150 trash cans, but, more than that, we predict these receptacles will not even do the job for which they were intended. The metal and concrete construction of these trash containers appears to have been designed for the disposal of atomic waste. The walls are so thick and heavy, an inner metal liner is provided so trash may be removed from the container. The liner is so small it is estimated it might hold the contents of a large supermarket shopping bag. What is more incongruous, there is approximately 2 inches of space between the liner sides and the sides of the shell which will undoubtedly become a permanent depository for garbage and rainwater and attendant rodents, flies, insects and odor. After all, who is going to remove garbage from a container requiring a hoist to lift it. As if that weren't enough, the tops of these monstrosities are convex -- to repel trash, rather than concave to facilitate disposal.

When one considers that BART managed to provide attractive and efficient stainless steel trash cans at a cost of \$98 each, one wonders who is minding the store, and our tax dollars, at City Hall.

* * * * *



S. F. Sunday Examiner & Chronicle, February 2, 1975 公立会会 Section A Page 3

Brittle of the By Lynn Ludlow The Three-Tom Two platon, a police unit once known as the Tactical Property of the Building

The Three-Tom Two platoon, a police unit once known as the Tactical Squad, drew a thin blue line around a paddy wagon filled with protesters in back of the Flood Building.

Yelling demonstrators edged closer to the perimeter of helmeted men in jump suits, trapping the lunch crowd in John's Grill and blocking Ellis Street.

Photographers angled for position. Reporters milled around for what, until then, had been a routine story. In a time of bombs, political kidnaps and talk of revolution, street demonstrations had become a little trite.

Then came the water glass that, according to Officer James D'. Smith, bounced off his helmet.

One thing led inevitably to another, and the result Monday afternoon was an unpitched battle that ended with an exclamation point the first decade of protests against U.S. aid to South Vietnam.

When the San Francisco police decided to clear Ellis Street, the consequences included more than the unexpected revival of the street protest as a form of ritual theater.

Police and the press corps traded accusations that raised again the question of how each should behave in dangerous but newsworthy situations.

Demonstrators called the incident a "police riot."

A police lientenant said he acted to control "a frenzied mob."

Both sides blanned each other for shoving an elderly by stander into a store display window, where he was ent by broken glass. The vectim, John Callahan, 79 fold police he dida't know and didn't care.

Some observers said the scene was relatively peaceful when under the control of police officers from district stations, a deceptive calm broken by the arrival of helmeted officers of the Crime Prevention Unit.

Fifteen observers, including photographers and attorneys. Were stationed at the scene by Vietnam Veterans Against the War — Winter Soldier Organization. Its lawyers are collecting a portfolio of evidence, presumably for a lawsuit against the Police Department.

Police noted that the protest group had obtained a loudspeaker permit for its Union Square rally by attesting to plans for a "peaceful and educational gathering." During the rally, they noted, a contingent forced its way into offices of the South Vietnam consulate general in the Flood Building a few blocks away.

Spokesmen for the demonstrators said the two events were separately organized.

At least three journalists reported minor injuries at the hands of police, and the San Francisco-Oakland Newspaper Guild filed a fornial profest with Chief Donald Scott.

Lt. Walter Braunschweig, seid. "Not since 1966 have I experienced such a lack of cooperation from members of the press."

During the week a postnortem was conducted by Sopervising Crost, Jeremiah Taylor, He said police will get refresher training in crowd control.

Police, protesters and the press were in agreement on one point. It's been more

than two years since a major street demonstration in San Francisco, and a lack of practice was clear to all hands.

It wasn't so much a riot as a recapitulation of the past.

Replays included the rally, the non-violent sit-in, the march from Union Square to Ellis Street, the surrounding of the paddy wagon (for those arrested at the consulate) and the familiar chant, "Ho, Ho, Chi Minh... NLF is gonna win."

Officers at the scene called Code Two (urgent) for assistance, and members of the Crime Prevention Unit were pulled off other assignments. It was Code Three (emergency) when they climbed into jumpsuits and marched up Ellis Street.

The unit isn't too different from its days as the Tactical Squad, unless one counts the fact that 17 of the 26 officers wore mustaches under their heavy plastic visors. They looked tough as they slapped their batons and growled at journalists.

As the middlemen in confrontations over the years, from People's Park to the Commons at San Francisco Slate, the more experienced reporters and photographers normally station themselves behind the police.

Bob Bryant, an Examiner photographer, said, "You've got to understand they work like a phalanx — they pull down their visors and go. How can they tell who's who?"

Bryant, realizing he had to cover nearly a city block's action with his cameras, stationed himself on the second story of a garage across the street. It's a risky job. Bob Klein, a popular Associated Press photographer, hasn't recovered yet from the beating he received from demonstrators at an anti-Nixon rally in 1972.

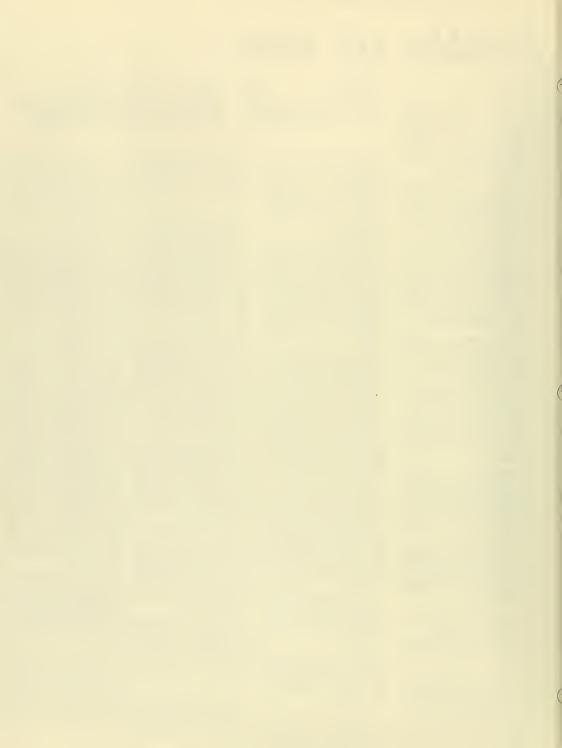
Running through the police ranks on Monday was a rumor, later denied, that some members of the press had known in advance about the sit-in while the police had been taken by surprise. Whatever the reason, many reporters said they noted unusual hostility.

The application for use of Union Square had been signed by Jill Johnsten McCain, wife of a Marine veteran. On the permit for a loudspeaker, she noted an expected turnout of 100 to 150 to celebrate the second anniversary of the signing of the Paris peace agreements.

Jeanne Dolly, the Northern California coordinator for VVAW-WSO, said its membership is about 3,000 nationwide with about 1300 members in this area. About half of them are Vietnam veterans. The "winter soldiers" are others who believe, she said, that the war "comes out of a whole System."

But others turned up. including Brad Turner, 23, a floaler who heard about the demonstration over in Berkeley, and Rodrick Rose, 27, a member of the American Friends Service Committee

The decision to push back the demonstrators was monitored by radio al the Itall of Justice by Caplain Taylor, whose duties include supervision of the Crime Prevention Company.



Taylor, 53, is a forceful police veteran who said, "When you get into violence, it's danned hard to get It into balance. It's difficult to stop and difficult to control. Police are no different

from anyone else. They too can get caught up in the power of their emotions, and it's my job to control this."

The Crime Prevention Company is staffed with more than 115 patrolmen, sergeants and officers. The first platoon specializes in crowds, but it's been more than two years since a demonstration got out of control.

In the meantime, the officers have been assigned to various campaigns to halt muggings, pursesnatching

panhandling and Muni bus° violence.

"They carry their jumpsuits, hats and bats in the back of their cars at all times, and we had them on the street, operating, within 30 minutes from a cold start," Taylor said.

The unit is trained for physical conditioning, discipline and special skills, such as handling of hostages or barricade situations.

The discipline comes in handy when a water glass bounces off an officer's helmet. It was part of a shower

of debris, according to Braunschweig, from the Studio 61 Massage for Men above John's Grill. There they arrested Robin Block, 27, a masseuse, and accused her of tossing the glass.

At this point, Braunschweig said, the crowd was turning into a mob intent on rescuing prisoners in the paddy wagon.

A different view came from Mill Valley attorney Kim Kruglick, who said, "In my opinion, the police without warning charged a strators. They were singing and chanting."

The crowd was pushed back about 50 feet, and then the officers returned to the group of peaceful demonperimeter.

Brad Turner, who had gained a measure of fame in 1972 by collecting 4.600 signatures for the Marijuana Initiative, said he offered some gum to a policeman. The official report, however, says that Turner threw a large rock at Officer Stephen Gudelj, who ducked, and Turner was arrested and dragged across the

street to be charged with felony assault on an officer.

"I would have gone with them peacefully," said Turner, who said he has an extensive record of arrests. "I don't know why they arrested me. Maybe I jaywalked."

Some reporters and photographers had gotten caught in the middle. Several said they displayed their press cards only to be told, "I don't care who you are," and shoved backward.

"You've got to protect that image," commented a former policeman. "Your authority rests on a very thin thread. Unless you call a bluff, the whole system falls apart."

Chronicle photographer David Raudolph said he was photographing the beating of a downed demonstrator when one officer told him to get back.

"I started backpedaling fast," Randolph said, "and I yelled 'I'm press, I'm press, I'm press.' He swang at eye level, and I threw up my right hand, deflecting the blow with my knuckles."

Examiner reporter Robert Hollis said he was whacked in the back of the legs; reporter Nancy Dooley said she was roughly prodded from behind and told, "Get out of here, goddammlt, lady." After the riot act was read over the bullhorns, according to Sgt. Ralph Schannleffel. Rodrick Rose refused to move and grabbed his baton with one hand while trying to hit him with the other.

"Numerous other rloters were present," says the ser-

geant's report.

Officer John Willett's gas mask and case were ripped from his belt and his face shield was broken, says the report. Rose was arrested and charged with assault, but at City Prison he declined to talk to a reporter.

KRON-TV reporter Melba Beals said she was struck heavily on the back while KRON photographer Chuck Hastings suffered a split lip.

"I have a great deal of sympathy for the average policeman, but in this case, I absolutely believe the police used excessive force," said Hastings, veteran of many a demonstration. "I believe that if the CPU unit hadn't moved in, nothing would have happened."

On the other hand, reporter Erik Smith of KPIX said he didn't experience any rough handling and didn't see many examples of it.

Reporter David Loule of KGO-TV said the officer pushing him back was kidding him quietly about the story he had reported the night before.

Willie Kee, a cameraman for KTVU, also escaped injury but commented, "Overall, it looks like the cops overreacted."

It was over within an hour.

Captain Taylor announced Tnesday that the Crime Prevention Unit may have forgotten a few rules.

"I've already put in orders for training to reeducate the unit, and I found some inadequacies in the way we operated," he said.



Market Street's mystery boxes

By Andrew Curtin

They look a little bit as though the Bureau of Special Services might have busted a giant crap game on the brick sidewalks of Market Street.

They're white, rectangular, with plane surfaces.

They're not quite square, though. And no pips.

So that just about eliminates the theory of a giant crap game.

. Which is too bad. A legend that Gargantua had once rolled snake eyes near Hallidie Plaza should appeal to devoted believers in Emperor Norton and flying saucers.

As a matter of fact, these white squarish things that stand on Market between First and McCoppin streets are made of wood.

They've been there for months.

Many are plastered with signs that go back to the street artists' campaign for Proposition J last spring—and beyond.

One proclaims a rally by the Northern California Emergency Committee Against Racism in Boston.

There's no indication that throy Was Here, though.

Thousands of passersby, along with people who do business on Market Street, have wouldered what's in the boxes. And what they're for, And when they'll be removed—if ever

A senior civil servant in the Bureau of Street Inspection was asked about this.

"Gee," he mused. "I've never thought about that. I wonder what the hell IS in them?

"Hey, Ed," he called to a colleague, "what are

those big boxes on Market Street for, anyway?"

"Damfino," said Ed.

E. A. Replogle is just as mystified as the average Market Street pedestrian perhaps more so.

"I have no idea what they're for," he said. "They're all up and down Market Street."

 But Replogle is privy to something shared by few others. He's had an inside peek.

"Some of these young hotshols set one on fire one night," he recalled, "and the firemen had to turn the box over to get the life out

"And you know what""

Replogle leaned forward and imparted his secret - 新.在xaminer - 个 Tues., Feb. 18, 1975

"There was something in there that isn't finished. It was sticking up about eight or 10 inches."

But then that was only one box. What about the others?

And what if some creature in the box got away before the firemen got there?

"They're not very pretty, are they?" commented Alice Crosby. "But they must have some purpose. There must be some reason why they're out here. Do you suppose it has anything to do with BART?"

Cassandra Woodard agreed. "They certainly don't do very much for Market Street." she said.

"I've never thought about it much before," she said. "But now, come to think of

it, it makes you wonder what they are doing here."

Jack Hadley said, bluntly: "They've had these things here ever since the sidewalks were bricked over and I think they look like hell."

"They don't contribute anything to the mystique of Market Street, that's for sure." said Robert Davis.

"But they've served one purpose, at least—they've provided a convenient surface so people can put up their posters and get their message across to the public."

Lucy Turner lamented, "They should have done something more creative with them. These things are really ugly. They've spent a lot of money on Market Street to make it look better, and I would link they could

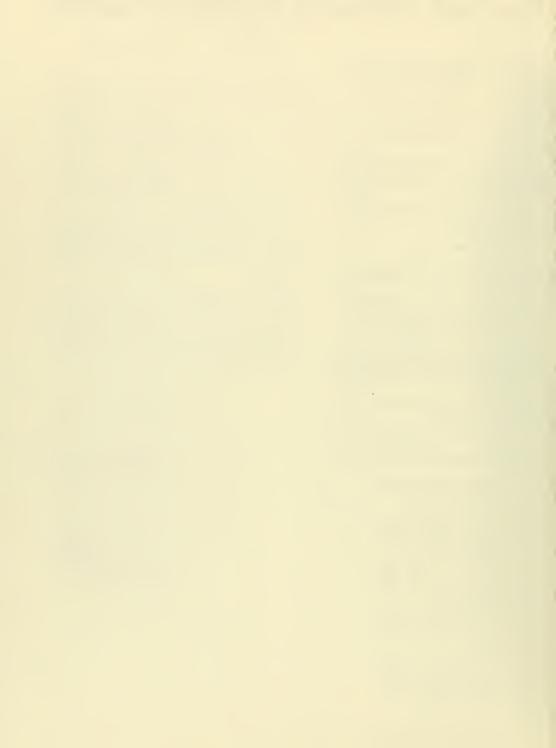
do better than this.

"Say, what's in those boxes, anyway? I've always wondered."

Owen Sweeney said, "Why'd they have to put those things out there, anyway? They're a disgrace to

Market Street. They should be done away with."

But will they be done away with? And if so, when? Or are they the habitat of some rare and endangered species, to be preserved forever? See tomorrow's Examiner and find out.



The white box mystery solved

Those big white boxes on Market Street have been uncovered at last. Take a peek at what's underneath. Page 4.

Page 4-S.F. Examiner

Wed., Feb. 19, 1975

Market Street box mystery revealed

By Andrew Curtin

So you, too, are among those who have wondered what's in those big white wooden boxes on Market Street, right?

And what they're for, if anything?

· Well, first, they're for your protection.

There are between 40 and 50 of them strung along Market between First and McCoppin streets.

And the reason for them, as Tom Ford, senior engineer in the city division of construction management, explains it, is simplicity itself.

The boxes, made extra large to avoid having people trip over them, contain foundations for various types of street furniture, such as benches, trash receptacles, electrical and water outlets.

Each box houses a foundation for one of the granite benches which eventually will be installed along Market Street.

• These foundations stick up about six inches from the sidewalk surface.

"They would have been a real hazard if we hadn't put something over them," Ford explained.

"We considered the danger that people walking along the sidewalk would trip over them."

The large, white boxes, of plain, soft wood, provided high visibility and a surface which would be relatively harmless even to one toddling homeward after too many toddies on a foggy night in the dark of the moon.

A new contract for the benches has been let to the Santa Rosa building firm of Christensen & Foster, the people who built Hallidie Plaza.

Some time this mouth, Ford said, a mock-up of the bench will be provided and, if the design meets approval of city planners and architects, construction will proceed.

"We hope to have the benches in by this summer," Ford said, "and for sure to have them all in place by December."

So there's your answer.



He looks for the troubled

By K. Connie Kang

It's minutes before midnight, and the Rev. Donald Stuart, wearing his clerical collar and a silver cross around his neck, is walking Market Street near Fifth.

"There's Thelma," he said, in a tone that told he was glad to see her safe. "She's sleeping."

Thelma is an elderly woman who lives on Market Street.

She likes to clean a patch of sidewalk with a spoon, then find a spot to retire at night. Tonight, she is fast asleep, crouched on a box, head buried in her bosom, beneath the lights of Crocker National Bank.

When Don Stuart first met her, he tried to help her through the Welfare Department. But he learned that wasn't what she wanted.

Thelma lives outside because she has claustrophobia. So, when he makes his nightly rounds he looks for her. If she wants to talk, he's there.

For Don Stuart, San Francisco's night minister, this is just another work night.

Since he left the traditional ministry in Lincoln, Neb. 10 years ago, the United Church of Christ clergyman has walked counters miles in The City's Tenderloin district at night, looking for

people in trouble.

His congregation is vast; transients, hustlers, alcoholics, prostitutes, strippers, homosexuals, drug addicts.

"I'm not turned off by many people I work with," he said. Perhaps, because grew up in Chicago's lums, he is more sympathetic to these people.

He brings the church to the people in his unusual way because this is his "religious imperative—his religious trip," he said.

"A person may hate his job, but he's busy during the day. At night, he goes home alone, and one disease of being alone is loneliness."

Loneliness is a perennial problem, and much of it is due to the breakdown of the family, he said. Somehow, people's depression and loneliness seem to focus in on the night hours.

With the bad economic situation, people's need are increasing: yet ironically, funds for such help are decreasing, he said.

Seven denominations, through the San Francisco Council of Churches, originally sponsored the project. But two churches had to pull out for financial reasons.

A 19-year-old college student from Chicago, needing a place for the night, wandered into the night ministry office.

The young man told the minister he's been in The City since Christmas, and lately is feeling awful.

"As far as a place to stay, that's no problem." Stuart said. "If you want to rap, I can see you later."

Relieved and grateful, the young man headed for the YMCA Hotel, while Stuart called to let the Y know he was coming.

The way he tries to help is by getting the person to articulate his problems, he said. And frequently, saying it aloud will help the person solve his situation, he said.

The 52-year-old clergy-man's work began at 10 p.m., when he left his dairy office in the First Concregational Church at 422 Mison St., after locating rooms for two young transients.

Phone calls are already pouring in, Volunteers Dennis Delman and Barbara

Allcox listen.

One caller is upset because of her divorce ("Of all days, on Valentine's Day); another caller is depressed and lonely.

There will be many more calls like these before the night is over. And, if San Francisco should have nightmares, most likely this place will know about them.

Since its inception in 1964, the night ministry has responded to over 40,000 calls—from people on the verge of committing suicide to those so lonely they had to call someone just to hear a human voice.

Working nights is not every preacher's thing, But Stuart, who considers himself a night person, likes it.

For eight hours last Friday, he covered bars, restaurants, YMCA Hotel, Greyhound bus depot, USO Club, a novelty shop, in addition to several visits to his office.

At Curtain Call bar on Geary St., singer Ann Farrell greeted the minister with kisses and hugs. Others waved and smiled. Some called him "Don," others, more formulty, "Father."

The minister ordered a drink, listened to the soothing voice of Ann, singing with dollar bills between her fingers.

Outside, under neon lights dancing up and down Geary, there is laughter—inaudible but visible, confused voices and looks. A man walking as a woman, a prostitute in fake hir seeking a customer.

Back on the street 20 minutes later. Stuart spots a young man getting off a cable car at Powell Station. "He's deaf and mute, and he's so lonely," he said sadly. "I don't think I've ever seen him smile."

Crossing the street, the night minister dropped in at

the San Francisco USO Club, now near-empty.

There was a dance earlier in the evening, but this being a pay day, the boys were off elsewhere.

The night minister stopped at a psychedelic novelty shop, full of nude pictures, and talked with shopkeeper Larry.

"Don's one of my favorite people," Larry said, while Stuart was in touch with his office by phone.

A few minutes later, the minister was on his way to the Greyhound station. way to the Greyhound station.

"The church just doesn't have the money anymore."

His beeper beeped. He quickly found a phone booth, pulled out a notebook and scribbled notes.

"How old is he? What's the kid's name? Why don't you send him to the Y?"



A Damp Expensive Seat on Market St.

Two massive granite benchs, weighing two tons apiece and costing \$1600 each, have been installed between Sixth and Seventh streets, another part of the Market street redevelopment project.

'The first two were placed Wednesday on the south side of Market street, just east of Seventh street.

One of the benches seemed to have had no difficulty in shedding the rain. The other, though, looked almost like a reflecting pool with water, in places, an eighth of an inch deep.

They are the first of 91 square granite benches and four rectangular ones that are to be placed along Market street from the Embarcardero to Gough street.

The rectangular ones cost \$1700 each, so the total cost for the 95 benches will be \$152.400, which will come out of the \$24.5 million Market Street Beautification bonds.

There was some confusion yesterday as to why one of the two new benches seemed to be drying much faster than the other.

John Cribbs, of the city engineer's office, said, "The contractor is going to have to correct the bench that's holding the water."

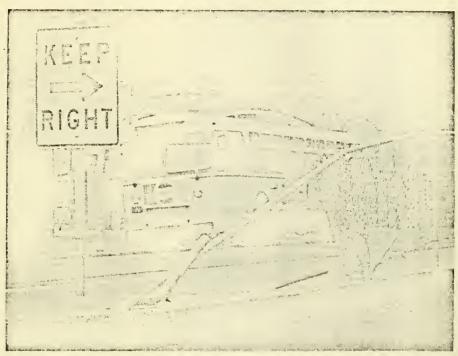
The contractor is Christenson and Foster, of Santa Rosa. When the question was raised, a man at Christenson and Foster referred the caller to a subcontractor George W. Reed and Associates, of San Francisco.

Irv Thomas, of Reed and Associates, said his firm installs the granite benches, but they are made by the Raymond Granite Co. of Raymond, in Madera county.

Thomas said the benches are checked at the time of installation to make sure the top surface is level. The two benches on Market street, he said, were level when they were put in Wednesday.



Battered Island

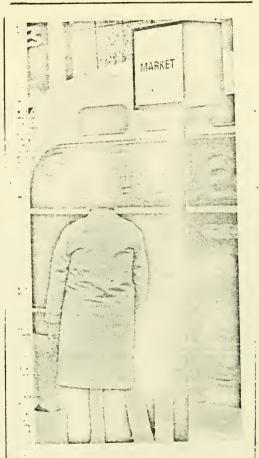


By Gary Fong

Errant autos have been clobbering the wire fences, such as this one at Market and Sixth streets, that were installed a month ago to protect waiting passengers on the Municipal Railway safety islands on Market. 'If we find out who did it, we will make the drivers pay,' said San Francisco city engineer Bob Levy.' If

not, we're stuck for the replacement cost.' He said he did not know the cost of each fence, which was paid for out of a bond issue for the improvement of Market street. Another of the fences has been partially demolished at the safety island on Market at Kearny street. No Muni passengers were hit, just fences.





New street sign

This is one of the new street signs installed yesterday at Fifth and Market Streets. Included in new \$700 pedestrian signal box, they are part of the Market Street beautification project. On one side of the box is the street designation; the other side instructs the pedestrian to walk or not walk.

—Examiner photo by Fran Orliz



San Francisco Chronicle 3 - ** Mon., April 7, 1975

and Market Streets

· By Harry Jupiter

Whoso diggeth a pit shall all therein.

Proverbs, XXVI

Of all the excavations that ave disrupted Market treet for lo these many ears few have caused the nguish and discombobulation as those at the intersection where motorists attempt to cross Market from linth street either to Hayes r Larkin.

It has become a crisis corier, a perilous pit, a devasating debacle, a dismaying tissater — and it isn't going o get much better until late 'uly.

The mess; unsightly as it s on the surface, has been aused by the maze beneath. ome of it charted, much of mysterious.

For under that busy inersection — one of the most leavily traveled in all of San Francisco — are tons and ons of vital equipment lecessary to municipal exstence.

As recently as last week, here were almost three dozin holes in the intersection, some covered by those clanking metal plates, some guarded by wooden obstacles' some peopled by laborers, some awaiting pavers in bricklayers.

Frantically trying to complete the job of paving Market up to Tenth street, the superintendent of the job shook his head and complained, "Whenever you think you're ready to pave, there's somebody else coning along to dig a nother hole."

The holes belong to a variety of utilities.

• There are six huge Pacific Gas and Electric Co. vaults beneath the intersection of Ninth and Market.

- Three Pacific Telephone Co. vaults.
- A small concrete enclosed vault belonging to Western Union.
- Three high-pressure water valves, the property of the San Francisco Water Department.
- And 25 joints on the Water Department's 18-inch. high-pressure mains, vital to the city's fire hydrants.

"The joints," a city engineer explained, "are very much a part of the problem. Part of the contractor's contract calls for checking and caulking the joints, which tend to come a bit loose with time.

"This seemed like the ide-

al time to check and tighten all those joints, all along Market, since it was being torn up for BART and the new Muni system."

Since the joints occur every 12 feet or so along the length of Market street, and since each is about 12 feet beneath the pavement — or where pavement is supposed to be — the checking and caulking of the joints has caused a great deal of digging — and digging — and digging.

"Some of the old charts and diagrams which detail the pipes and lines under the streets are a little off," said Victor Udoloff, a construction inspector for the city's Eureau of Engineering, part of the Department of Public Works.

"When your diagram is off — even a little — it can mean difficulty in finding what you're looking for — and running into obstacles you didn't know were there," Udaloff said. "Well, we've been running into these problems all along Market street, and they've been praticularly bad at Ninth and Market."

The DeNarde Construction Co. has a \$3.1 million contract to pave Market street from Eighth street to McCoppin street — a distance of six blocks. DeNarde has been at it since November of 1973 and has been in the Ninth street intersection since January 29.

The city's engineers have been nagging DeNarde's project superintendent, Dan O'Donnell, to put more men on the job and get it done faster.

O'Donnell shrugs off the pleas to hurry and declares, "We get blamed for everything. Everybody blames us, whether it's our fault or not.

If we need more men, we hire nove men. There's just so much equipment you can put out there in an intersection."

Businessmen in the neighborhood tend to lose track of specific details of the construction disruption. Since so much of Market street has been torn up for years for BAICT construction and the Muni subway system and the new brick sidewalks, it all sort of runs together in most peoples minds.

When O'Donnell walks into Bob Kubein's Civic Center Market at 1292 Market

street he is greeted by a heavy sigh of dismay.

"How much longer, Danny, how much longer?" Kubein asks.

"The dust that comes in here is terrible. People can't get across the street to come into my store. I'm losing money. My business is down, \$100, maybe \$150 a day from normal."

O'Donnell shrugs and buys himself a canned soft drink. No one has to tell him it's dusty at the intersection of Ninth and Market.

But city engineers have photographic records of the intersections along Market street and they show that traffic at the intersection was relatively normal until January 20, when two lanes of traffic were eliminated by DeNarde's men, digging up a third of the intersection to prepare a concrete base for brick crosswalks.

They'll be doing this work until some time in July, it seems, because once the bricks are laid it takes a full, seven days for the mortar to set properly. The timing and coordination are a great deal less than ideal, every-

one admits.

But here's the bad news:

Sometime in the next two years, after Market street is finally paved, the Municipal Railway is going to have its new streetcars running under Market street.

Once that happens, they'll tear up the street car tracks on the Surface of the street, from Church to Fremont streets and put brick crosswalks at every intersection.

"Oh, sure," said Udaloff, cheerfully.

Will it ever end?

But he wouldn't chance a guess as to when,



Kopp Blasts A City Employee

A member of the Board of Supervisors, skirting close to a city charter prohibition against interference in administrative affairs, called yesterday for the chastisement or firing of a city employee

Supervisor Quentin Kopp made the demand in a letter to Mayor Joseph L. Alioto.

In it, he accused Jack Barron, an engineer who heads the city's Transit Task Force, of failing to be responsive to complaints from citizens.

Kopp said the mayor should consider "taking steps to either ensure that he (Barron) is more responsive to the citizens of San Francisco in the future or dismissing him from his position."

According to Kopp, Barron "has shown repeated insensitivity for the concerns of neighborhood residents and environmentalists in such issues as traffic paterns in the upper Market street area, last-minute changes in Municipal Railway plans for the West Portal area to provide a new tennis court and the removal of 50 trees from the site of the new United Nations Plaza.

The mayor had no response to the supervisor's complaint, but Barron called it "ridiculous."

The Transit Task Force, composed of city department heads, was established several years ago to coordinate the EART. Market street beautification and Municipal Railway improvement projects along Market street.

"I don't make the decithe task force." Barron said. sions."

"All my actions are in accord with the directions of the task force," Barron "I don't make the decisions."

The section called "Non-Interference in Administrative Affairs" says specifically that no supervisor shall "dictate, suggest or interfere with appointments, promotions, compensations (or) disciplinary actions . . ."

Officials Defend S.F. Transit Aide

Ten of San Francisco's top officials, including the mayor, have come to the defense of a city employee under attack by a member of the Board of Supervisors.

In two letters made public yesterday, the city officials spoke up in support of Jack Barron, project manager of the city's Transit Task Force.

Last week, Supervisor Quentin Kopp called for Barron to be chastised or fired fired because of his alleged failure to listen to neighborhood groups or to be sensitive enough to their demands.

"The weight of responsibilities carried by Mr. Barron in handling controversial decisions on a myriad of delicate problem areas affecting groups of citizens with diverse interests makes it understandable that some people will disagree with him," Mayor Joseph L. Alioto replied yesterday to Kopp.

However, the mayor added in his letter, "my own confidence in Mr. Barron has been, and continues to be, strongly in his favor."

Alioto also sent Kopp a copy of a letter in defense of Barron from all nine members of the Transit Task Force, including the chief administrative officer, controller, director of public works, director of city planning, director of the Redevelopment Agency, general manager of public utilities and others.

They declared that it was "an unmitigated untruth, in our opinion, that this conscientious city servant would ever act in a manner that would deserve the criticism contained in Superviser Kopp's letter."

All of Barron's actions have been the result of directives given him by the Task Force, which coordinates massive improvement projects along Market street, they wrote.



Elderly Man Dies After A Scuffle

A 19-year-old youth was held in City Prison on a murder charge last nigh* after fighting with an elderly Market street theater manager who died of an apparent heart attack minutes later.

Police charged Willie Demp of 144 Eddy street with the murder, though the coroner's office was not ready to call the incident a homicide.

A coroner's spokesman said a full report would be forthcoming, but added the death of 66-year-old Reek Feliziani could have come from natural causes.

According to Police Sergeant Raymond Symington, the incident began shortly before 9 p.m. at the Strand Theater, 1127 Market street.

Symington said that Demp and a friend, Dwight White, 19, were making noise in the theater and Feliziani asked them to leave.

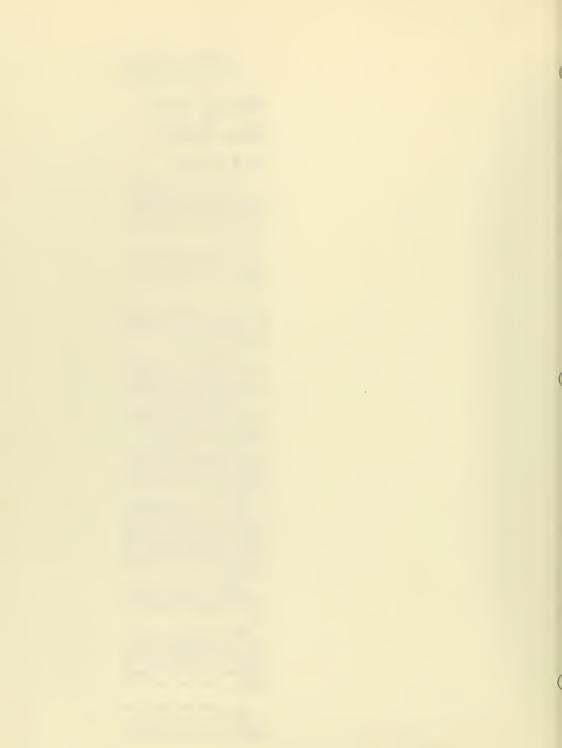
Symington said Feliziani walked Demp to the door, at which point the youth wheeled on him and allegedly began beating him with his fists.

Officer Alex Fagan said be and his partner were walking their regular beat when they heard about the fight. By the time they arrived, Fagan said, Feliziani had walked back inside the theater and collapsed, of what appeared to be a heart attack.

Fagan said his efforts to revive the manager failed, and he died before an ambulance arrived at 9:09 p.m.

Demp was arrested a half hour later near his Eddy street residence. White—who, according to officers, was not involved in the altercation—gave the two patrolmen his companion's name and address.

Fagan said that Demp was charged with murder because it appeared Fellzlanl's death "was brought on by the strain of it all."





Volunteers shovel the mounds of trash off the street

Doing dirty work for free By Corrie M. Anders 12 april 1976 and 16 cents a mile. Several large trash bags we

By Corrie M. Anders

John Stark had on a pair of the grubbiest working gloves this side of the city dump. Margot Hambly wore a mismatch of one winter glove and Dave Vogel, who needed them most, worked the trash and vermin with his bare hands.

Vogel, a meteorologist, was the inside man on the only trash-collection truck working Market Street yesterday. The all-volunteer garbage crew brought him brimming trash cans and, with a mighty, though not quite professional heave, he deposited the debris in the rear of the large rented truck.

The garbage detail, which replaced striking city workers for one day, drew both incredulous stares and sympathetic comments for two hours as it moved southwest on Market Street from the Financial District, with a dozen people pushing brooms along the gutters and emptying city trash cans.

"You mean you're doing this free?" asked one man in disbelief.

The cleanup was organized by crew foreman Chip Fussell, a member of San Francisco Planning and Urban Renewal, who got other members of SPUR and San Francisco Tomorrow to join the effort.

He rented the truck, embroldered with handdrawn "trash the strike" posters, for \$23 a day

and 16 cents a mile. Several large trash bags were donated by the MJB Co.

City streets and trash cans have not been cleaned since the workers' strike began almost two weeks ago, and the volunteers candidly admitted their effort was symbolic.

"The whole point of this is if everyone spent a few minutes cleaning up, everything would be fine," Ms. Hambly said.

Most of the volunteers were professionals, who found the switch to a menial job somewhat exciting.

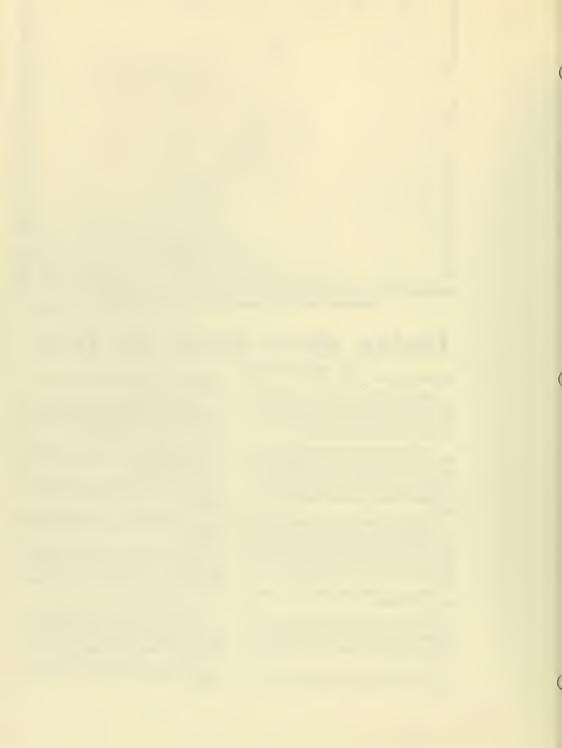
"I'd rather do this than my Income taxes today," commented Stark, a Southern Pacific employe.

The crew also included a family of teen-agers from Plumas County-Kelly, 15, Tim, 14, and Ann McLaughlin, 12, whose reward was a Roberta Flack concert tast night from their uncle, Frank Petro, an accountant.

"It's hot and tiring but its fun," Kelly sald.

Two hours and 2,000 pounds of garbage later, when the truck finally was filled and Vogel could retreat from the now-sickening smell, it headed for the Sunset Scavenger dumping grounds.

"It's time for a beer," said Ms. Hambly, ending her brief career as a street sweeper for the people.



The old gang gets it all together

State Sen. Milton Marks was introduced as "Congressman." accordionist Louis Barella didn't remember all the melody of "Memories" and the timing was an hour off.

But the South of Market Boys recalled the first tremors of the great earthquake and fire at 5:13 a.m. today as enthusiastically as ever in crisp, cold weather at Lotta's Fountain. Market at Kearny.

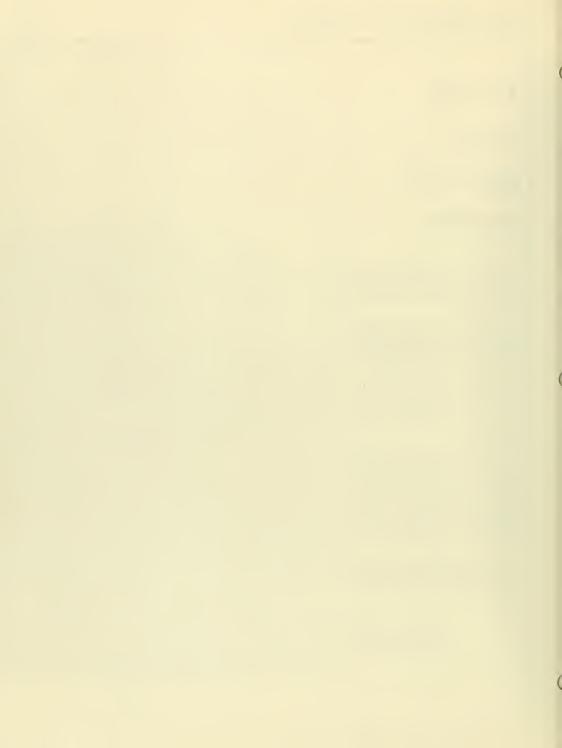
It didn't matter that Daylight Saving Time hadn't been invented 63 years ago.

The crowd of 75 sang: "Oh, How I Hate to Get Up in the Morning," "Heart of My Heart" and "I Left My Heart in San Francisco."

Superior Judge Henry Rolph read a poem about "the damndest, finest ruins ever gazed upon": Superior Judge Morton Colvin, new South of Market Boys president, praised the "unique organization that is dedicated to preserving the traditions of San Francisco." and Tommy Maloney. 85, lone surviving founder of the club, was again master of ceremonies.

When the half-hour program was over, the chilled crowd had coffee and doughnuts and adjourned until next April 18 at 5:13 a.m.—give or take an hour.

Examiner photo by Gordon Stone



The bus that could

It turns out that the Muni may have the answer to its Market Street riddle right in its own files.

Unfortunately, the solution is filed under "Forget It," and apparently that's where it is going to stay.

You remember what the problem is. Two years from now all the overhead Muni wires on our remodeled Market Street must come down. Only our fancy lamposts will remain standing, and they aren't sturdy enough to hold those trolley wires.

Come take-'em-down day, the streetcars will dip underground like BART for the run down Market. But trolley buses will continue to run on the street surface. On what source of power? No one knows.

The Muni is pinning its hopes on a halfinvented invention, the kinetic energy wheel. The prospects are bleak. Lockheed spent almost a million researching this whirliging and said it couldn't be built at a reasonable price

Former Muni manager Jack Woods, who went out on a limb for the whirligig, has until the end of this month to produce evidence that it's feasible after all.

So that, fellow passengers, is the picture. Now back to the Muni's own "Forget It" file to see if we can resurrect a better idea.

Five years ago J. Earl Burch Jr., then foreman of the Muni's electrical shop and now retired, was asked if he could rig a trolley coach to run around the block on battery power.

"I can rig it to run for miles," Burch replied. "I used to be in submarines in the Navy. Those things don't run on rubber bands."

Burch put two senior mechanics to work on the job, Harold Stammerjohn and Dennis King. First they rigged a trolley coach with eight old bus batteries and ran it more than two miles casy sailing. They worked their way up to 10 batteries, and then 12, with progressively longer runs.

The main reason for the experiment was to find a way to detour trolley coaches for a block or so when streets were blocked by fire trucks or other emergencies. But they did much better than that.

On their longest run they left their shop at San Jose and Ocean Avenues, went up Ocean to Mission, out Mission to the Daly City loop, back down Mission all the way to the Ferry Building loop and up Mission again as far as Fourth Street.

There they switched to regular overhead power — not because the batteries had run down but because they had run out of compressed air to operate their brakes and controls.

That run was more than 14 miles. The Market Street riddle involves going only six miles without overhead power.

The experimental coach was rigged so that the overhead power would recharge the batteries while propelling the coach on the rest of its route.

Another time the back-shop researchers loaded their coach with sand bags totalling 15,000 pounds. That's the equivalent of 75 passengers weighing 200 pounds each, far in excess of a normal load.

With that weight they pointed their wonder bus up the Union Street hill, making it to the top and down the other side, with passenger-style stops and starts on the upgrade.

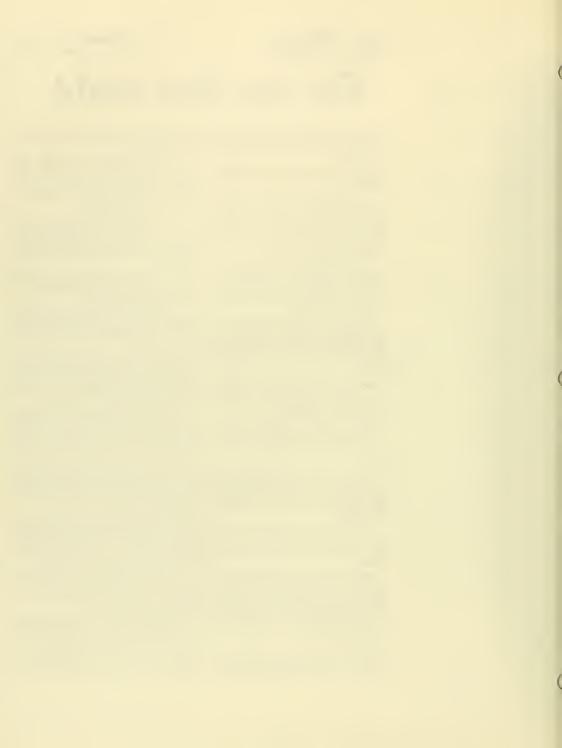
They also drove their bus in a Mission Street parade, for which General Muni manager Woods received a letter of commendation from Bill McDonnell, then president of the PUC.

But neither Woods nor any member of the PUC ever set foot in the experimental coach, Burch said. "The day of the parade Woods walked up to it and then turned around and walked away," he recalled.

Photos were taken, a report prepared. (I have copies.) But then came orders to remove all the batteries and return the coach to regular service.

"The experiment cost \$11," Burch said. "We had to buy some hose connections and a hydrometer to test the batteries. That's all "

The Muni is asking the lederal government for millions to solve its Market Street riddle



The wireless trolley

The Muni is giving up on its whirligig.

If trolley buses ever run down our modernized Market Street with, look, Ma, no overhead wires, a kinetic energy wheel won't be what propels them.

Nobody is saying so officially yet, but that's the verdict.

Jack Woods, the Muni's former general manager and one-man fan club of the whirligg, finally made his report, the report that might have kept the pipe dream alive, but even he stopped short of saying we should count on it to solve our problem.

To tell you the truth, there is little likelihood that trolley buses will run down Market Street at all when that embattled boulevard is put back together. The smart money says they will be shunted down Mission Street instead.

No one is ready to say that out loud either, for fear of being skinned alive by the Market Street merchants. But here is the background and lafest update on the story of the wireless trolley, and you can draw your own conclusions.

On our Market Street of Tomorrow (that's two years from now) overhead trolley wires will be taboo. That poses no problem for our new streetcars; they are designed to dip inderground like BART for the Market Street part of their run. But trolley buses can't do that. So how do you drive a trolley bus the six miles down Market Street and back with no source of power?

Woods, when he was still head man at the Muni, bet his chips on the kinetic energy wheel, a big flywheel that would get to spinning so fast it could power the bus, along the Market Street section of the run.

The only trouble was that first someone would have to invent a kinetic energy wheel capable of doing that. Woods talked the feds into putting up \$860,000 for research. Lockheed got the contract. But after seven months of spinning its wheel, Lockheed tossed in the towel.

So the feds gave the Mini another \$20,000 to hire Woods, now retired, and another tellow to take a second look. Three

months, \$20,000 and 10,000 questionnaires later, Woods made his report.

Predictably, he declared the whirligig is a great gadget. But also predictably, he lowered his sights. Instead of a wheel costing \$15,000 that would go six miles between recharges, the specifications given Lockheed, he now talks of a \$20,000 wheel that will go only two miles on a charge.

The 10,000 questionnaires convinced him, he said, that three Muni ridets out of four would be willing to ride a bus that went only two miles before it had to stop two minutes or longer to get its whirlisig rewound. His goal is a two-mile run with a 90-second stop at recharging stations.

"A program should be initiated to develop and demonstrate KEW-propelled vehicles operating between charge stations in revenue service," he urged.

That's essentially a repetition of the proposal that led to the \$860,000 federal grant and the aborted research contract with Lockheed. But he no longer offered whirligig buses as the answer to our Market Street riddle. Instead he said:

"An ideal place to evaluate these new KEW-propelled vehicles would be in the southeastern section of San Francisco, which does not now have electric transit."

But with BART still balky and the Muni facing other untested changes, the last thing San Francisco needs is this transit guinea pig.

What we got for our money was an example of why bureaucrats make burn inventors. They don't know when to quit.

It is difficult even for researchers in private industry to admit a pet project has reached a dead-end, but the need to justify further expenditure to the front office makes them face up to the truth. For the bureancrat-inventor, spending taxpayer money, the moment of truth can be postponed forever.

And so we have Woods, tacitly admitting the whirling isn't the answer for Warket Street but wanting us to pay to keep it spinning anyhow.



October 8, 1975

MEMORANDUM

TO : Board of Directors

FROM: Transportation Committee - John Holt, Chairman

SUBJECT: Draft SPUR Report on Wires on Market Street

Summary

The Market Street Beautification project, financed through a \$24.5 million general obligation bond issue approved in 1968, is nearing completion. Approaching completion in 1976 (or 1977) is Muni's new subway-surface Metro system which will replace existing streetcars with new light rail vehicles operating in the Market Street subway.

Beautification plans have long anticipated that with the beginning of Muni's subway operation, not only the streetcar wires but also the trolley bus wires on Market Street would be removed and the trolley buses rerouted to Mission Street (or alternative routes or service provided). SPUR has advocated such removal since 1962, when it published a study entitled "What To Do About Market Street".

Not until the middle of this year, however, was a comprehensive study made to determine the effect removal of the wires would have on service operating costs and capital expenditures. The study, made by Muni's Transit Planning section, finds that retention of trolley bus service, using overhead wires, on Market Street will provide superior service for the greatest number of patrons as compared to alternative solutions and has the lowest operating and capital costs. These were also found to be environmentally superior compared to the alternate plans. SPUR's own review of the issue concludes that Market Street trolley wires should be permanently retained.

The Problems

Five trolley coach lines presently use Market Street for the downtown leg of their routes. With the exception of the No. 8 Market trolley coach, all are trunk lines serving the Sunset, Haight-Ashbury, Richmond and Western Addition districts. Combined, they carry approximately 10% of Muni's daily volume.

In 1972, SPUR's Transportation Committee recognized the lack of a comprehensive plan for relocating the Market Street trolley coach lines and recommended: (1) an immediate study to determine the effects of relocation, and (2) retention of the Market Street wires, temporarily until a suitable alternative was found.

Alternative Solutions

Muni's Transit Planning section analyzed seven alternatives for operation of the present Market Street trolley coach lines. Their analysis gives a thorough summary of the capital and operating costs involved in each alternative as well as evaluating various environmental impacts and changes in service levels. Their evaluation of passengers affected is more generalized (no specific figures are given) but the statements remain valid.

The seven alternatives can be grouped into three general categories:

1. Retention of trolley coach service on Market Street: Trolley coach service can be retained on Market Street either by retention of overhead wires or by installation of kinetic energy wheels on the vehicles. If wires are retained they would be rebuilt to minimize visual impact, and wherever possible would be supported from buildings rather than poles. If the kinetic energy wheel were used, there would be no need for wires on Market Street. (Since the kinetic energy wheel has not been found sufficiently feasible to date, this alternative may prove impractical.)

These Market Street alternatives would continue to carry passengers close to the center of both the shopping and business districts of the downtown area. They also would provide convenient access to the Muni Metro and BART stations.

Although the retention of wires creates a negative visual impact (somewhat lessened by the street trees), continued reliance on trolley coach service has the positive effects of both greater energy efficiency and lower levels of noise and air pollution in comparison with the addition of more diesel coaches. These alternatives have the best capital and operating costs over a 20-year period.

2. <u>Termination of trolley coach service at intersection with Market Street:</u> This alternative would convert the No. 8 Market line to diesel coach and terminate the other trolley coach lines at the point where they intersected Market Street.

Since over 75% of the passengers on these lines have destinations beyond the Civic Center area, they would be required to make one additional transfer in order to continue down Market Street. Some would elect to use Muni Metro, although not all of the terminated trolley coach lines are located conveniently near a Metro station, or ride one of the Market Street diesel-powered surface lines, and some would revert to use of the private auto. Use of the Metro system by large numbers of local riders would reduce the system's capacity to handle long-haul passengers. Use of surface facilities would require additional diesel coaches on Market Street. In either case most riders would experience a longer ride to the downtown shopping and business districts.

This alternative eliminates the visual impact of wires on Market Street but adds to the noise and air pollution along the street due to an increase in diesel buses, and creates yet another disincentive to use mass transit. In addition, the 20-year capital and operating costs are higher than for retaining trolley coach service on Market Street.

3. Re-route trolley coach service north or south of Market Street: Several alternatives exist for routing the trolley coach lines to Mission or the Howard-Folsom one-way couplet south of Market, or north on Van Ness and then over the Post-Sutter one-way couplet into downtown north of Market.

Generally, the alternatives south of Market appear to move the lines away from the destinations of almost two-thirds of the patrons, forcing many of them into inconvenient or time-consuming transfers similar to the preceding alternative. While re-routing to Mission Street is closer to desired destinations, congestion is a problem there. Presently, peak hour transit service is quite high on Mission. Adding the Market Street routes would result in a peak rate of almost three buses per minute, which would overload even an exclusive transit lane. The north of Market alternative while it tends to stay within the central shopping and business area, traverses a circuitous route and adds considerable travel time to downtown trips.

These alternatives require additional diesel coaches for increased service on Market Street or allowance for longer travel times over the route. As in the preceding case, elimination or the visual impact on Market Street is obtained at the cost of increased noise and air pollution and higher fuel consumption.

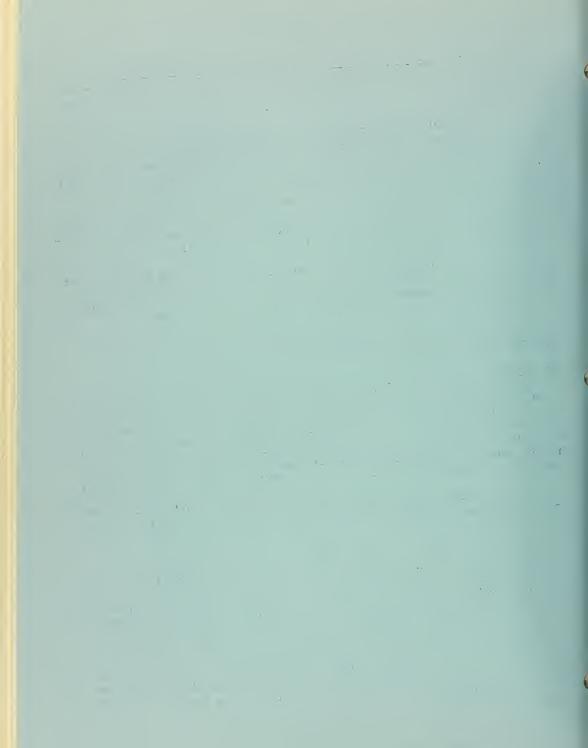
Again, capital and operating costs over the 20-year period are greater than for continued trolley coach operation on Market.

Conclusion

The question of alternatives to trolley coach service on Market Street is unusual, if not unique in that its goal is not to improve service to Muni patrons but to resolve an aesthetic problem seemingly without regard to the effect on transit users. This anomaly is understandable when one reviews the transit policies that were in effect at the time Market Street beautification was initially planned. In the early 1960's, transit patronage was declining and electric buses were viewed as outmoded. San Francisco and other major transit systems were rapidly converting to diesel buses.

Attitudes toward transit have changed since the early 1960's. Electric trolley coaches are growing in popularity because of their quiet, clean operation and greater energy efficiency.

The Muni report uses several criteria in making its evaluation: (1) capital and operating costs over a 20-year period; (2) schedule adherence (reliability); (3) accessibility (does it take the majority of patrons where they wish to go conveniently?), and (4) travel time. It also makes subjective evaluations of the environmental questions (visual, noise, air). In every evaluation except the visual aesthetics of Market Street itself the alternative of retaining wires on Market Street is superior to the other alternatives. A beautified Market Street would appear better able to accommodate wires. Street trees, new light standards, wider sidewalks, and large traffic signals reduce the visual prominence of transit wires. Streetcar wires will be removed, leaving fewer wires and supports. Transit wires simply are not as noticeable on an already attractive street, because other acsthetic features exist. Post and Union Streets exemplify this.



SPUR must agree with the report that the retention of trolley coach service on Market Street will provide superior service to Muni patrons, result in lower overall costs to the Muni (and residents of San Francisco) and offer a quieter, cleaner Market Street. It would further appear that superior transit service on Market Street is essential if commercial activity and resulting property values are to remain at or exceed current levels. These advantages far outweigh the visual impact of the wires and therefore justify retention of the Market Street trolley coach lines.



RANCISCO. 94102 3 6 2 - 2 5 0 0

CALL THE STREET, CALL THE STREET, NO. 1. STREET, CALL THE

HCERS

cident RREN V. TRUITT Atkins

lirman of the **Cutive** Committee

INCIS J. SITEK dard Oil Co.

President IEY A. HAAG

neHouse Hotel President

JAMIN J. HENLEY, JR. well Banker & Co. Prasident

HARD G. KELLENBACH klin Savings & Association

President HAM LE FEVRE Woolworth Co. President OWARD PATRICK

ck & Company RT S. SAMUELS, JR.

rt S. Samuels Co. ratary

A. ANIXTER nstein Investment Co. ECTORS

N BERTANI : of America N H. BLACK

fic Gas & Electric Co. N C. COLVER man Corporation

LIAM A. FINSTERBUSCH thern Pacific isportation Co.

VARD R. HENDERSON Emporium IES G. HIGGINS

s Fargo Bank IERT LACKOVIC

ens Savings & 1 Association SATROM

hound Lines - West IAH EDLER SCOTT

Hearst Corporation TER SHEW

arial Savings & 1 Association MAS WOODS

n Zellerbach CUTIVE DIRECTOR NARD AVERBUCH

December 9, 1975

To the Honorable Members of the Public Utilities Commission:

Re: Proposal to retain the electric coach wires on Market Street

At the October 1975 meeting of our Board, we discussed the study issued by the Transit Planning Section of the Muni Railway which recommended retaining the overhead trolley coach wires. We took the position at that time that we opposed the recommendation.

Because of the importance of the matter to Market Street, we decided to get a more thorough report. At our November 1975 meeting we heard from Director James J. Finn and Planner Tom Matoff in support of the study.

At our December 1975 meeting, we heard the negative aspects from City Engineer Robert Levy and Jack Barron of the Transit Task Force.

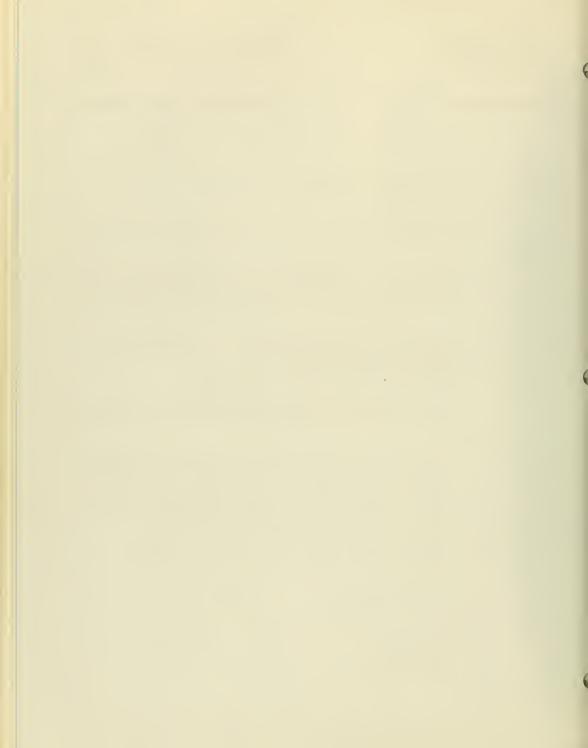
Please be advised of the following: The Board of Directors of Market Street Development Project unanimously voted to uphold City policy in removing the wires in keeping with the \$24.5 million beautification design of Market Street. However, this decision was reached only on the basis of alternative and/or additional routes being implemented by Muni Railway.

I will be testifying at your Public Hearing on Wednesday, December 17, 1975, at 7:30 p.m.

[vertuct

Respectfully submitted.

Bernard Averbuch Executive Director





CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS

OFFICE OF THE

December 11, 1975

260 CITY HALL SAN FRANCISCO CALIFORNIA 94102

Market Street Transit File #38

Mr. John D. Crowley General Manager, Public Utilities City Hall, Room 287 San Francisco, California 94102

Dear Mr. Crowley:

Reference is made to the report prepared by the Transit Planning Section of the Municipal Railway entitled, "Analysis of Operating Alternatives for Market Street Trolley Coach Lines".

We have reviewed the above report and are transmitting herein our comments on the content of the report. In view of the long-standing City policy to remove overhead wires from Market Street, we feel that every possibility to implement this policy should be explored.

We have, therefore, also reviewed this report with that in mind and suggest that various route changes be reviewed in detail by your staff as a possible way of implementing established City policy.

Alternatives.

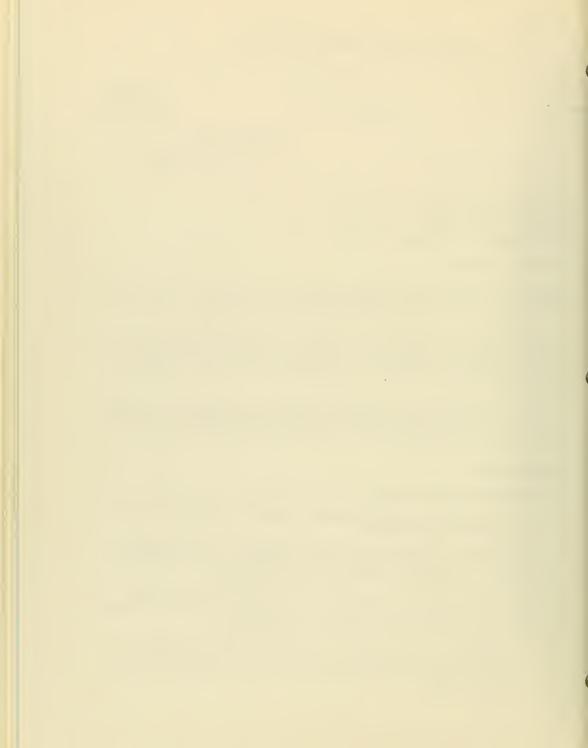
Our suggested route changes are as follows:

#5 McAllister - Reroute trolley coaches to Mission Street via 7th and 8th Streets.

#6 Masonic - Extend the southern portion of this route to Ulloa Street via 14th Avenue and terminate the northern portion at Masonic Avenue and Haight Street.

This would require additional motor coaches on the #66 Quintara to serve the long haul patrons originating on the #6 line south of Lawton Street (7 blocks).

The extension of the #6.line to Ulloa Street provides a connection to the "L-Taraval" portion of the Muni Metro. This means that this line should connect with both the "N" and "L" routes.



#7 Haight - Terminate at or near Market Street and extend the Westerly portion of the route via Stanyan Street and Lincoln Way to the Beach.

#8 Market - Replace with a shuttle service that does not require overhead lines.

#21 Hayes - Terminate at Civic Center. Develop a new motor coach route from Stanyan and Frederick Streets via Stanyan Street, Hayes Street and Market Street to the Ferry Terminal.

#71 Haight-Noriega - May require additional motor coaches to maintain service level on Haight Street due to other changes. Some express coaches could be routed via Oak and Fell Streets in peak periods to provide better express service to the Sunset-Parkside area.

#72 Haight-Sunset - Operate only between Stonestown and Judah Street along Sunset Boulevard as a feeder to the Muni Metro. The vehicles saved by not operating northeasterly of Sunset Boulevard could be utilized by the #66, #71, and the new motor coach route along Hayes Street to downtown.

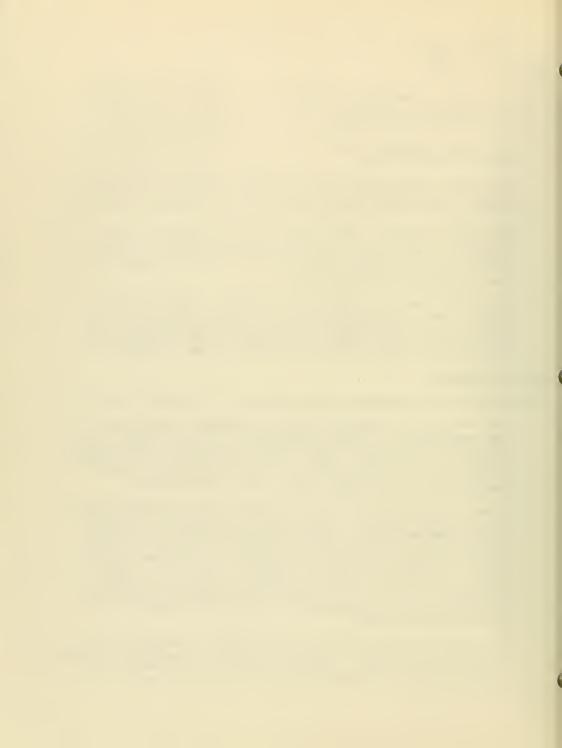
General Comments.

Following are our comments on the content of the subject report:

One measure that might be taken to implement Board policy is the substitution of motor coaches for trolley coaches on all lines that use Market Street. This alternative was not considered in the report. The cost of maintaining the overhead wires should be included in the cost comparisons between various motor coach and trolley coach alternatives.

Visual considerations of the beautification of Market Street are of prime concern to those who supported the reconstruction of Market Street. The lack of flexibility of trolley coaches limits their ability to respond to changes in temporary operation conditions or changes caused by new developments. The construction of overhead facilities in newly finished portions of Market Street will be a source of great criticism on the lack of consistent planning by the City. There will also be demolition of newly constructed facilities on Market Street.

The present noise abatement program that is being developed to reduce the noise of all diesel buses in San Francisco should benefit Market Street. The new Muni Metro is providing an opportunity to restructure the Muni network to make it more



efficient. This opportunity should not be overlooked.

Specific Comments:

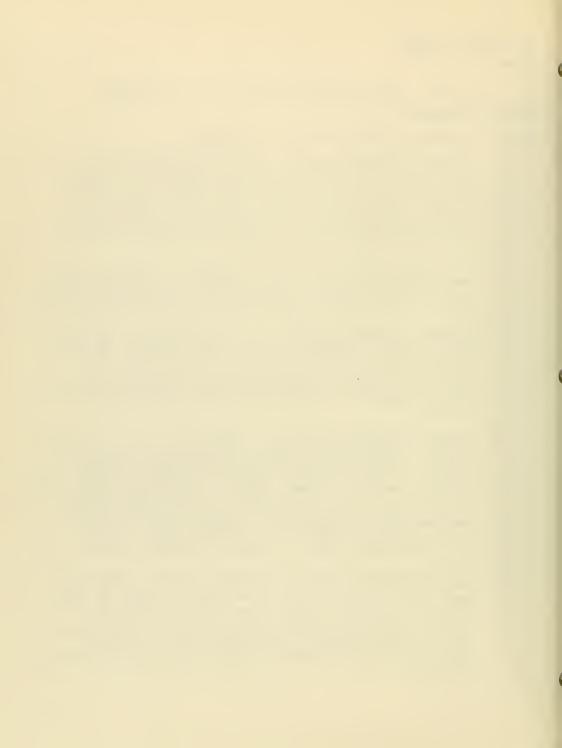
Specific comments on the report are as follows:

1. Page 2 - Policy Questions. It is our understanding of City policy that the overhead wires were to be removed. This policy is contained in Board of Supervisors Resolution No. 116-68, dated February 28, 1968, which is attached. The present traffic signals were designed and constructed with this in mind. The protection of the traffic signals from the overhead wires and the trolley poles will have to be considered.

The \$24.5 million bond issue to reconstruct Market Street was supported by the voters to improve the visual appearance of Market Street. Anything that would have a negative impact on the visual appearance is of prime importance.

- 2. Page A2 Operating Costs. In your analysis of operating costs, there is no mention made of the cost for the maintenance of the overhead wires. Trolley coaches require capital outlays for the building and maintenance of a power distribution system. The motor coaches do not. We believe this must be included to get an accurate picture of the comparisons between motor coaches and trolley coaches.
- 3. Page A3 Schedule Adherence. Market Street is considered a major transit street and is functioning as a transit street. The through automobile traffic has generally been shifted to other streets. With the through automobile traffic removed from Market Street, the present signal timing is adjusted to allow pedestrians to cross Market Street. Traffic signal timing cannot be reduced below this minimum pedestrian crossing time. Traffic signal offsets can and will be changed to reduce signal delay to buses when construction work is completed on Market Street.

Trolley coaches are not as flexible as buses, and there will always be unpredictable occurrences that would disrupt their service, such as fire, power failure, or other obstructions in the street. What is the comparison of schedule adherence between motor coaches and trolley coaches? In the San Francisco Muni Transportation Planning Operation Marketing Study Report No. 1, the #5 McAllister had the poorest schedule adherence of the lines analyzed.



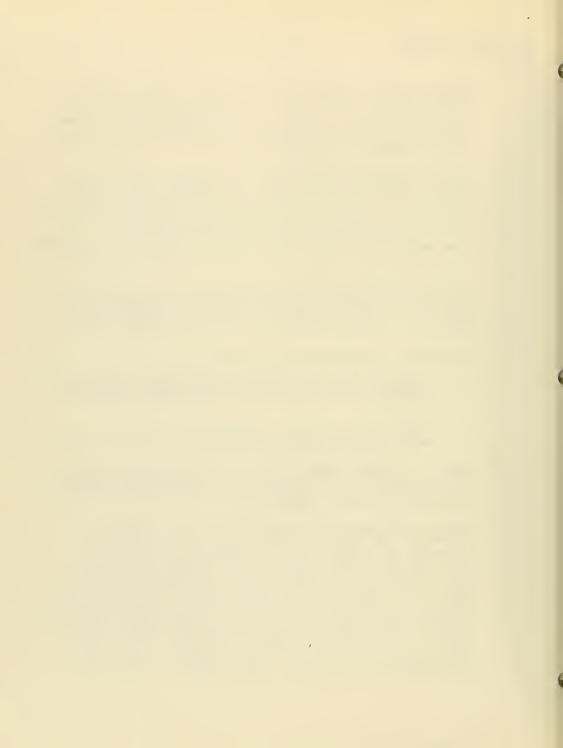
- 4. Page A5 Environmental Consideration. It is our understanding that the new motor coaches that Muni just purchased produce less noise than those that are now presently being operated. With the removal of the streetears from the surface, additional motor coaches could be added without creating excessive noise.
- 5. Page A8 Visual Intrusions. To alleviate the objection of the overhead wires, your report suggests the undergrounding of the feeder cable. To underground this cable, it would be necessary to do additional construction work on the recently finished portions of Market Street. We are sure you realize the considerable concern that citizens have expressed because Market Street has been torn up for so long.

Without a detailed plan of the layout of the electrical distribution system, we cannot estimate the cost of the street and sidewalk that would have to be done to accommodate the trolley coaches on the reconstructed Market Street.

In general, the following items would have to be considered:

- (1) Possible conflict between trolley poles and existing utilities, tree irrigation lines, trees, and street furniture.
- (2) Construction in newly completed areas of brick sidewalks, granite curbs and gutters.
- 6. Page Bl Kinetic Energy Wheel. A device like this does seem to provide an interesting idea, but no U.S. transit operator has had any operational experience with a trolley coach with a kinetic energy wheel.

Without this operational experience, it is difficult to evaluate. The range of the kinetic energy wheel is estimated as 2 miles, and the proposed route is 2 miles long. If the kinetic energy wheel proposal does not produce an operational vehicle with a projected range of 2 miles, the coaches could not serve the lower Market Street lines. It is our understanding from the limited amount of information available that the one serious problem with the kinetic energy wheel is safety. The wheel spins at a high speed. In an accident, fragments from the wheel would pierce any materials. So far, researchers are trying to find something suitable to contain fragments that might be produced in an accident. This would be a serious



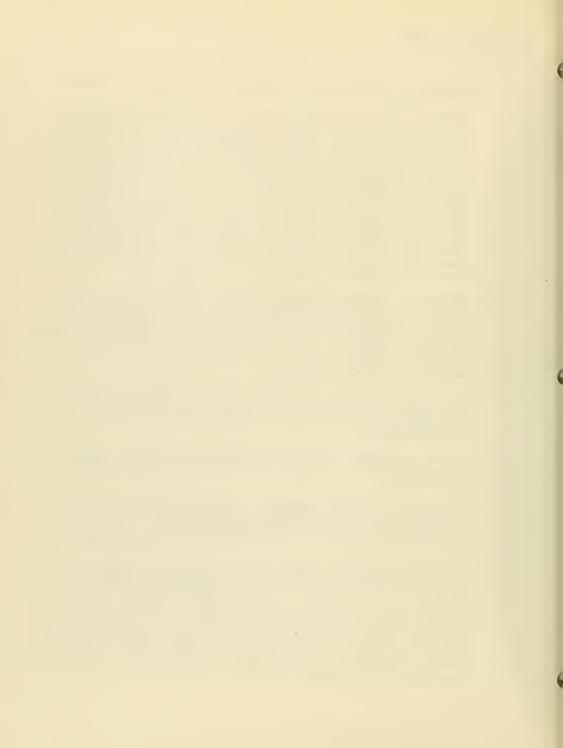
problem for any vehicle such as a trolley coach that operates on the streets subject to all types of accidents.

- 7. Page Cl -6-7 and Haight Street. The proposed route which would require the trolleys to turn right from Mission, north on 9th Street, across Market into Hayes Street, west on Hayes Street, south on Gough Street, would pose the most serious traffic conflict of any of the routings. The block of 9th Street between Market and Mission Streets is severely congested now during peak hours, and vehicles sometimes wait more than one signal cycle to get across Market Street. Presently, there are no gaps that would allow the transit vehicles to weave across three lanes of bumper-to-bumper traffic during the P.M. peak. Also, the section of Gough Street is moderately congested during the P.M. peak, and there could be some operational problems with vehicles going south on Gough Street.
- 8. Page Cll Downtown Recovery Points. The layover preferences in the report are on 7th Street North and on Hayes Street behind the Civic Auditorium. Both locations would increase congestion that would adversely affect all traffic, including transit. A recovery point behind the Civic Auditorium would be subject to interference from truck activity at the Auditorium.

We would agree with you that the loop that goes south on 8th Street, west on Mission Street, and north on 9th Street would have a serious merge problem in the P.M. peak on Mission Street.

We would suggest the use of Leavenworth Street, Golden Gate Avenue, and Jones Street for the #5 McAllister trolley turnaround.

- 9. Page C2 Operating Impact. Pages C2 and C16 contain references to the Muni Metro regarding the lack of capacity of the Muni Metro to accommodate transfers. What is the present estimation of the capacity of the Muni Metro.
- 10. Page Dl2 Schedule Adherence. The combination of 32- to 40-second headways and present signal cycle lengths on Mission Street themselves would not necessarily produce bunching of trolleys. There are other factors, such as loading, that contribute to the bunching of coaches. As was pointed out, the present transit priority program for Mission Street westbound would eliminate triple stopping. Also, the common practice of motor coaches passing trolley coaches would not be possible with the Transit Only lane as planned for Mission Street.



11. Page D21 - Secondary Effects. It is mentioned that little is known about the ridership characteristics of these lines. It seems that more information in this area is needed. With more information, it may be possible to develop new lines that could better serve the needs of the patrons than some of the existing lines.

The Muni Transportation Planning Operation Marketing Study may provide new insight into the ridership characteristics of these lines. With information from this study, there may be an opportunity to revamp some of the Muni service in this area. It is our understanding that there will be some proposals for route changes from the POM Study.

The work-to-home trip may be better served by express service or zone operation or transfers to Muni Metro.

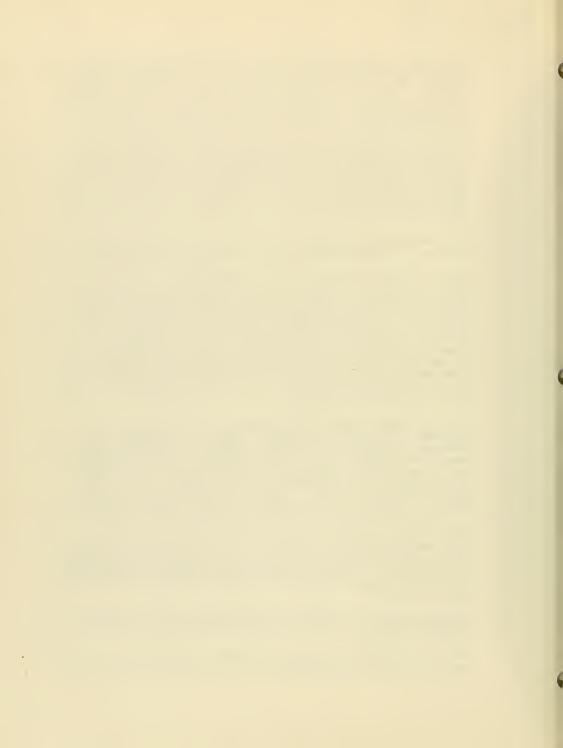
The Muni Metro should have a significant impact on the Muni system. The Muni Metro with improved operational characteristics, higher speeds, subway mode, and new vehicles should be fully utilized by integration when possible. We would agree with the analysis that patrons would not want to transfer near their destination; however, there may be an opportunity to improve service by making a good interface farther out from downtown so that more of the trips would be on the Muni Metro. The patrons from Upper Market Street would transfer at the first Muni Metro Station.

With the Muni Metro in operation and streetears underground, the distance between stations is greater than between the present streetcar stops. There will be a need for a high level shuttle service between stations on Market Street. A high-quality shuttle could lessen the impact of a transfer if the trolleys were turned back at Market Street. Some mid-day shoppers would find a shuttle service helpful, especially the elderly.

The trolley coaches have operational characteristics that make them well suited for residential neighborhoods. They are quiet and have the ability to maintain speed on steep grades. There are some residential neighborhoods with steep grades where the trolley coaches could replace motor coaches.

12. ALTERNATIVE F - Reroute Trolley Coaches via Howard and Folsom Streets.

The operation of trolleys on Folsom and Howard Streets may have one minor advantage in that there are new office



buildings being built in this area that would be better served by transit.

13. ALTERNATIVE F - Reroute Trolley Coaches via Post and Sulter Streets.

This routing poses some severe operational problems that may be unmanageable. They are listed below:

Post Street, Taylor to Kearny Streets. Narrow section of roadway, 38'-9", congestion and only 2 lanes available during off-peak for all traffic.

Sutter Street, Sansome to Stockton Streets. Same comments as for Post Street.

Kearny Street, Post to Bush Streets. There would be 171 transit vehicles using this section of Kearny Street in peak hours; 54 vehicles from the 3rd Street Lines #30, 15, and 42; 60 from Sutter-Post Lines #1, 3, 2, and 45; and 57 from the Market Street lines.

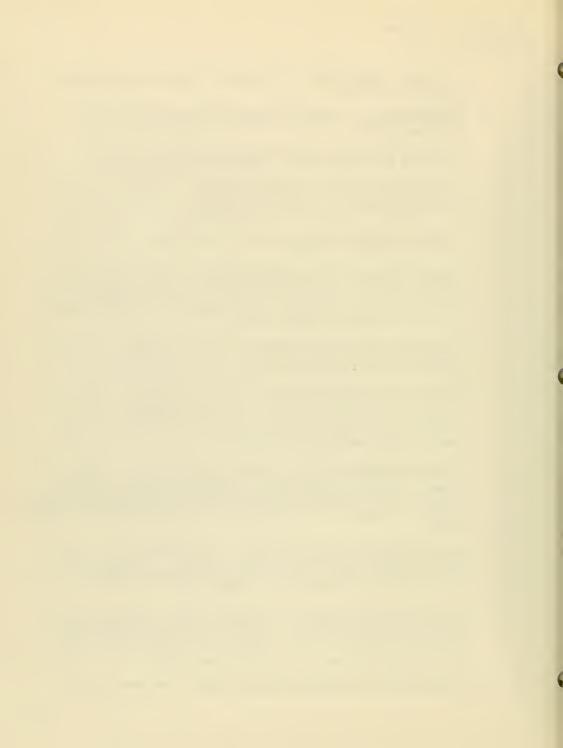
Post Street at Kearny Street - Left Turn Delay. The increase of transit vehicles by 70% could not be accommodated without excessive delay at this intersection.

Sutter Street, Polk Street to Van Ness Avenue. The left turn from Sutter Street into Van Ness Avenue of 111 coaches during the peak hour would be difficult. There would be some weaving in this section of the street by the trolleys making the left turn.

Van Ness Avenue, Sutter to McAllister Streets. This section of roadway is operating at capacity now. Any additional transit vehicles would appear to require an additional lane to develop the capacity to handle the increased number of transit vehicles with the traffic that is already there.

Sansome Street at Sutter Street. There would be a lack of a terminal facility for this proposed routing; a flow rate of one transit vehicle every 26 seconds would be very difficult to maintain in this area.

- 14. G3 Reroute #8 Market. The report states that the rerouting of the #6 Market would discontinue through transit
 service on Market Street. The Muni Metro would provide
 high-speed service for Market Street. What impact will
 the Muni Metro have on the #8 Market Line?
- 15. Trolley Coach Overhead Reconstruction. We have counted



the number of existing poles on Market Street, and have found that there are 180 poles in the brick sidewalk area and 19 cycbolts on the buildings. This is greater than the number that is contained in your estimate.

16. With regard to general energy consumption and pollution considerations, we offer the following:

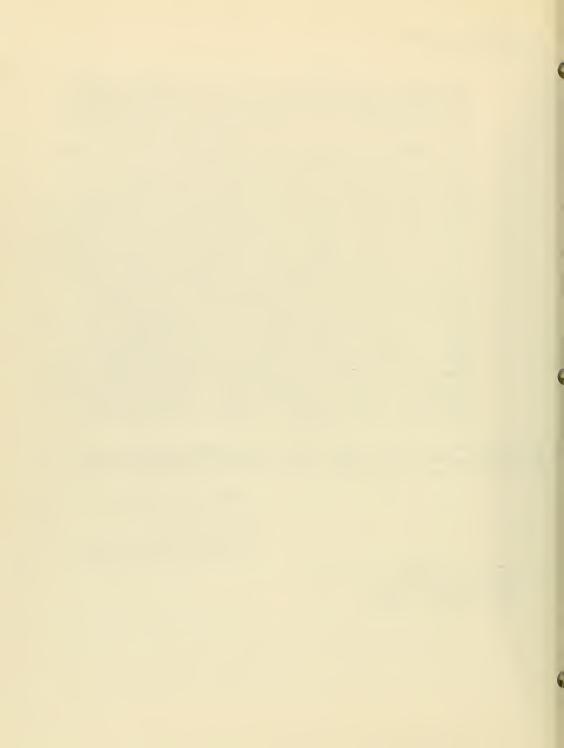
While it is true that trolley coaches are powered by hydroelectric power, it is also true that there are other contending demands for electricity that require burning fossil fuel. So any use of electricity should be viewed in this context. If electrical energy is developed from fossil fuel, such as oil, there is a 60% loss in production of this energy. There are 129,000BTU's in a gallon of fucl. Considering efficiency of a power plant at 40% of the 129,000 BTU's in a gallon of fuel, only 51,600 BTU's would be converted to electrical energy. Subtracting a 10% loss in transmission, this leaves 46,400 BTU's available to power a trolley coach. A trolley coach uses 3.5 kilowatts per hour or 11,946 BTU's per mile. A trolley coach would be able to travel 3.9 miles from a gallon of fuel converted to electrical energy.
Motor coaches average 3.5 miles per gallon of fuel. From these calculations, it is important to consider the overall energy picture to determine how electrical power will be used. Power plants are a source of air pollution. Electrical power does not eliminate air pollution, but only changes the location.

In conclusion, it is our feeling that every effort should be made to support present City policy, and we would be pleased to work with you to attain that goal.

Very truly yours,

S. M. Tatarian Director of Public Works

cc: Mr. J. J. Finn
Director of Transportation
949 Presidio Avenue
San Francisco 94115





PROJECT MANAGER

CITY AND COUNTY OF SAN FRANCISCO TRANSIT TASK FORCE

December 10, 1975

770 GOLDEN GATE AVE., ROOM 200 SAN FRANCISCO, CALIFORNIA 94102 558-3757

Mr. Bernard Averbuch Executive Director Market Street Development Project 870 Market Street San Francisco, Ca. 94102

Dear Mr. Averbuch:

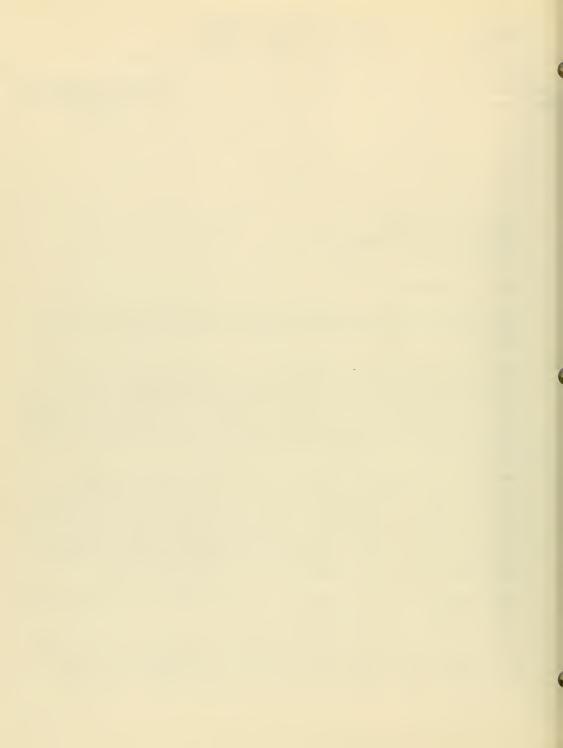
Per your request at the December 1975, meeting of the Market Street Development Project Board please find the following information regarding the removal of the electric coach wires from Lower Market Street.

During the early phases (1966-67) of development of the parameters for the design for the beautification of Market Street it was determined that first and foremost Market Street should become world renown. Consequently the schematic design was developed on the basis that Market Street with the advent of BART and the Muni Metro system all operating under Market Street, would be reconstructed in a manner to last from 50 to 100 years and that all overhead wires and excessive utility facilities would be removed.

The Board of Supervisors by Resolution 116 68 adopted in 1968, approved the foregoing adopting as City policy that "Restrict all transit vehicles utilizing the surface of Market Street to vehicles not requiring overhead wires". Thereafter a proposed Bond issue for \$24.5 million was presented to the voters in June 1968. Mayor Alioto, and Chief Administrative Officer Thomas Mellon in explaining the proposed Market Street reconstruction Program repeatedly stated that all overhead wires were to be removed from Market Street between the Embarcadero and Central Freeway Overpass (McCoppin Street).

Upon the approval of the Bond Issue by some 70% of the voters, design and reconstruction of Market Street began on the basis that all overhead wires were to be removed.

By Board of Supervisors Resolution 342-72 adopted on June 19, 1973 this City adopted policy of no overhead wires on Lower Market Street was reinforced by the adoption of a policy statement that "Avoid plans for Transit Vehicle use of Upper Market Street which would



Mr. Bernard Averbuch December 10, 1975 Page 2.

Require utilization of overhead trolley wires on Lower Market Street.

Reconstruction of Market Street began in 1970 with the reconstruction of those areas above and adjacent to the Montgomery, Powell and Civic Center BART/Muni underground Transit Stations without any provision for permanent overhead trolley wires. Upon the completion of the BART tunneling operations between stations and after a reasonable time to permit any settlement to take place, the reconstruction of the sidewalk area commenced without any provision to maintain permanent overhead trolley wires. The reconstruction proceeded on the basis that when Muni Metro system began operating underground, that the existing streetcar tracks and all overhead wires would then be removed.

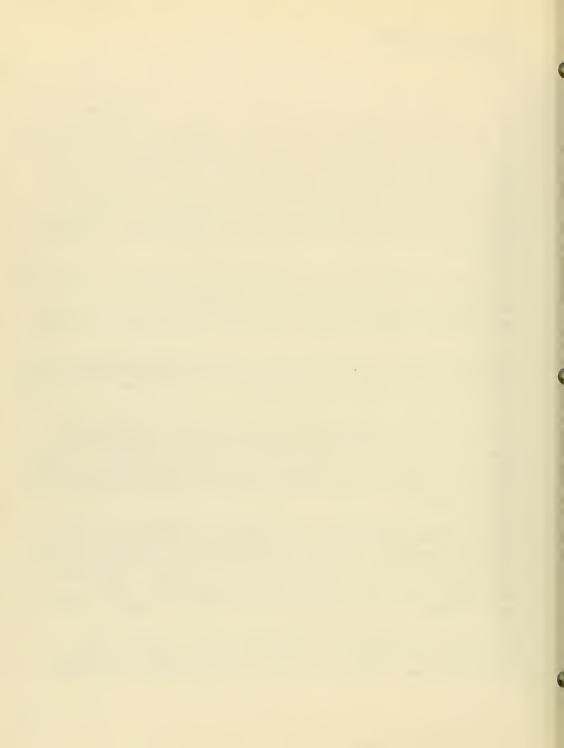
Until very recently, we had no indication from Municipal Railway that they desired to continue the use of trolley wires for trolley coaches after Muni Metro began operation in the subway. In fact, at a hearing of the Board of Supervisors in 1972, Muni stated they would make other arrangements that would eliminate the need for overhead wires on Lower Market Street.

However, as Muni has just completed a report indicating they may have some problems in accommodating the City policy of no overhead wires on Lower Market Street, the report and the ramifications of reversing this City policy should be considered.

First, the report does not appear to be an in-depth study on how to accomplish the adopted City policy taking into consideration that the new Muni Metro system will greatly reduce the traveling time. Therefore, it is very likely that patronage on the 5 trolley coach lines in question will decrease. The issue basically revolves around the effect on the design aesthetics for the street versus any additional pollution because of use of Motor Coaches in lieu of Trolley Coaches.

There are other alternatives that should be considered that would enable the Municipal Railway to support established City policy. One such alternative would be to substitute motor coaches for those trolley coaches that use Market Street and use the trolley coaches for those routes that traverse neighborhood streets. The quiet operation of the trolley coaches might be more acceptable in neighborhood areas especially where there are steep hills. Some of these alternatives will be discussed at the P.U.C. hearing.

Second, the maintenance of trolley coach lines on Lower Market Street would necessitate the installation of a complete new underground distribution system under Market Street; new feeder lines, 2 for each side of each block, either erected up the front

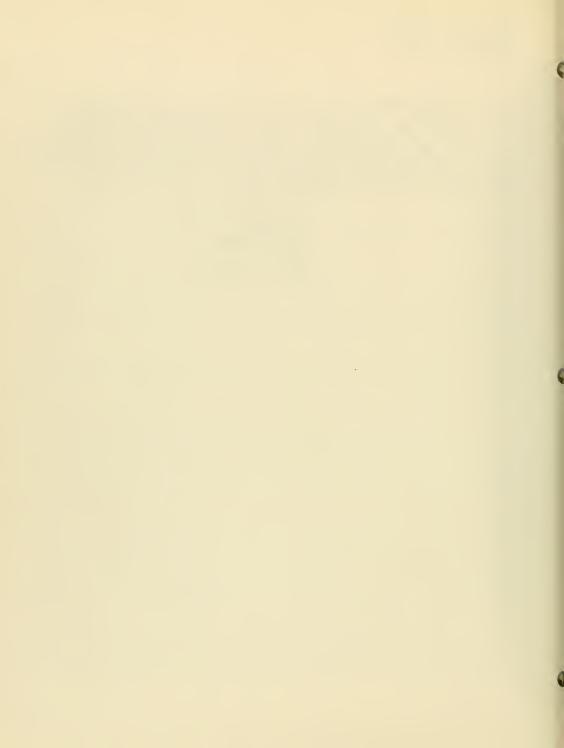


Mr. Bernard Averbuch December 10, 1975 Page 3.

of existing buildings or erected up new permanent polls to the overhead system; a new overhead system suspended from either eye bolts inserted in buildings or from new poles that would have to be installed in the sidewalk. The above construction would require the tearing up of newly-installed brick sidewalks granite curbs and gutters, possible modifications to existing subsidewalks basements (an expense borne by the property owners) and add the clutter of additional poles to the sidewalk area.

Yours very truly,

Jack M. Barron Project Manager



OPINION

San Francisco Examiner

Page 36 ☆ ☆ Wednesday, Oct. 22, 1975

Marring the looks of Market Street

MEMBERS of the city Public Utilities Commission have on their desks the results of a staff study supporting the retention of trolley buses on Market Street with their inevitable complement of overhead wires. Hearings will be held after the election to determine public opinion.

It will not be necessary to wait that long for our views on the proposal. We are against it.

San Francisco is putting some \$30 million—\$25 million of it bond money—into the improvement of Market Street. One part of the program as pledged to the voters was that the unsightly overhead wires would be removed. The supervisors adopted a policy statement to that effect in 1968. It was the correct policy then, it is the correct policy now.

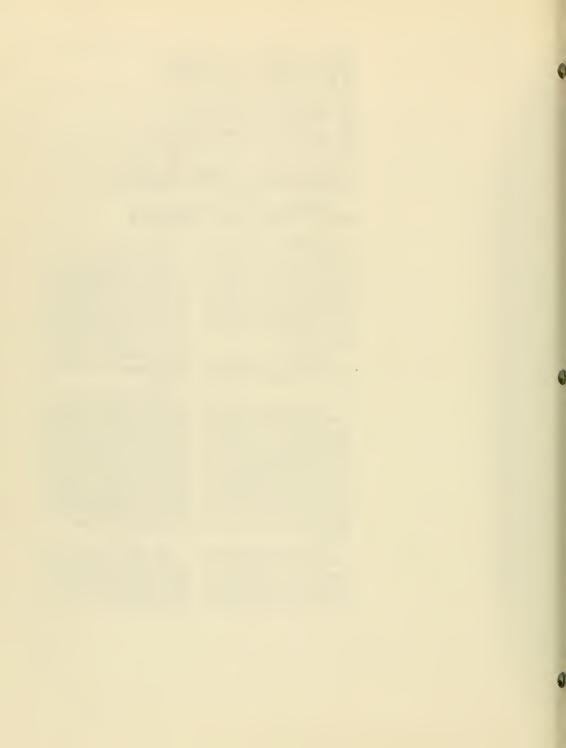
Taking down the streetcar wires poses no problem, because the new metro streetcars will be running in subway within a year or 18 months. But the trolley buses raise a

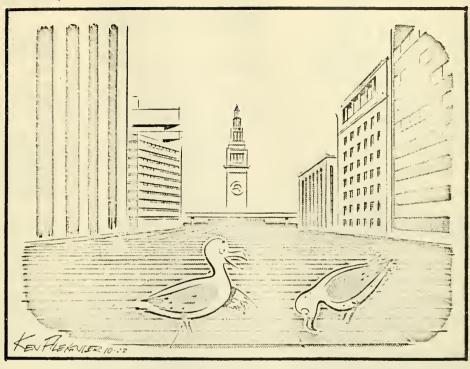
troublesome issue.

The kinetic energy wheel, which it had been hoped would power the coaches for short distances along Market without overhead wires, has been shown to be impractical. That leaves the Municipal Railway with two principal options: move the trolley buses to Mission Street or substitute diesel buses on the five lines involved.

The Market Street improvement program is coming along apace. The broad brick sidewalks are laid, the sycamore trees are in leaf, the Path of Gold streetlights are shedding their glow for the first time and the street furniture is largely in place. To retain a tangle of drooping trolley wires would mar these attractive effects, shamefully detracting from the whole.

The voters who had approved the bond issue had understood the no-trolley-wire policy was part of the package. The city is bound to keep faith with them.





"That's the new beautified Market street ... down there below those trolley wires"



he threat he threat market treet and

UR fair city has received yet another deft blow to its long and respected udition of architectural distinction. And if varen't careful, our good intentions to lautify Market Street are going to be all t negated by the undeclared yet well-trenched movement to "Manhattanize" to Francisco's skyline.

ur skyline

The most recent culprit in this surge of oversive activities is the Tishman lilding at 525 Market Street.

It is not height that makes it so isominious. Skyscrapers in and of temselves are not necessarily evil

Used wisely and conceived with gination and integrity, they can be uve elements in an urban environment.

Exploited and built without conscience, ty can destroy for as long as they stand, a tion of what was once a gracious and than cityscape.

A simple exercise in comparison will inonstrate what has happened on Market set.

Erected very nearly simultaneously whithe Tishman Building, and only half a tek away from its unsightly neighbor, is t Metropolitan Life Building at the corner of Market and Fremout Streets.

The two buildings have a lot in common.

The Tishman Building has 40 stories and o basement; the Metropolitan Life Elding, 38 stories with two basements.

Lot sizes are roughly the same, as is the bal square footage enclosed by both sectures.

Each will be used rolely as office space, at their projected construction costs fered by only \$2 nullion, or only about the per cent, of their eight figure total blooms.

John Carl Warnecke and Associates is usible for the Tishman Building: hinore, Owings & Merrill designed the Propolitan Life Building, both local firms.

San Francisco building code regulations buire that all buildings greater than 13 5 ies employ a structural steel frame type 3 austruction. Why, now, is one building such an eyesore and the other an attractive, albeit not great, building?

Thurs., Apr. 24, 1975

Most obvious, at first glance, is building material. The dirty dishwater color of the reinforced concrete of the Tishman Building is, quite simply, unappealing. It is dull and lifeless.

Even our beautiful California sunshine does little to enhance its eye appeal. (On an

overeast, dull day, better to avoid it altogether.) Moreover, there is no textural definition to the pre-cast concrete to relieve the flat surface monotony.

The curtain wall of the Metropolitan Life Building is made of anodized aluminum, a durable and economical building material comparable in cost to concrete.

The burnished aluminum glistens in sunlight and casts a changing variety of reflections and shadows throughout the day.

The modulated treatment of the facade contributes to the richness of the reflecting surface, softens the severity of the vertical wall, and creates lively rhythmic patterns as one walks past the building.

The slim vertical strips of darkened glass of the Tishman Building are poor excuses for windows. They are more like narrow lancet windows in a medieval castle than a means of communication between the interior and exterior of the structure.

In much the same manner that a pinstripe suit does little, despite the hopes of the wearer, to reduce the bulky appearance of an overweight man, the windows end up emphasizing rather than reducing the effect of the building's blocky mass.

This visual trick does not work; the proportions are all wrong.

The generous windows of the Metropolitan Life Building are well proportioned in relation to the size of the building. Slender projecting vertical frames separate the individual panes of bronzetinted glass and emphasize the horizontal plane.

When seen from a distance, these victical frames seem to disappear entirely, leaving broad horizontal bands of windows wrapping around the building. The effect is one of lightness — an impression of alternating transparent layers suspended from above.

In addition to its aesthetic inadequacies, the Tishman Building offers fewer functional amenities for the money than does the Metropolitan Life Building.

There is more usable space in the Metropolitan Life Building. It has larger storage facilities, an underground garage and bigger public assemblage areas. Carol Hagen writes on the arts, architecture, and the environment. She has a masters degree in art and architectural history from the University of Illinois



But what is especially commendable about the Metropolitan Life Building and so disturbingly lacking in the Tishman Building is the highly sophisticated life-safety system.

The list of special features in the Metropolitan Life Building is impressive — smoke detection devices, compartmentalization of individual floors,

automatic recall of elevators, an emergency communications network, and TV monitoring.

The Tishman Building has sprinklers in the basements and lobby only and smoke detectors elsewhere. In any city, let alone earthquake-prone San Francisco, it seems a pretty poor level of defense.

All in all, the Tishman Building is antihuman.

It relates poorly to the street and to neighboring buildings. It bullishly blocks the vista looking down Battery Street and is basically out of tune with the animated spirit of Market Street.

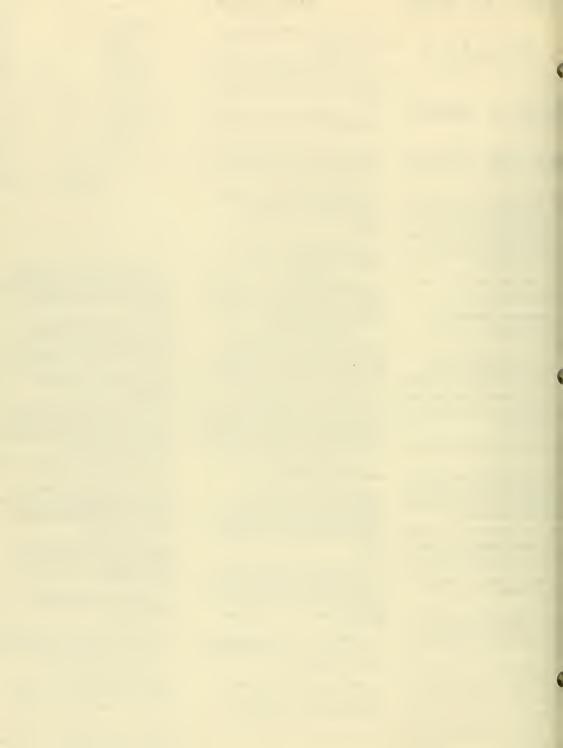
The same is true of its plaza with its awkward geometric concrete forms. It is uninviting and does not encourage one to enter the building nor to pass a few quiet moments in the sun.

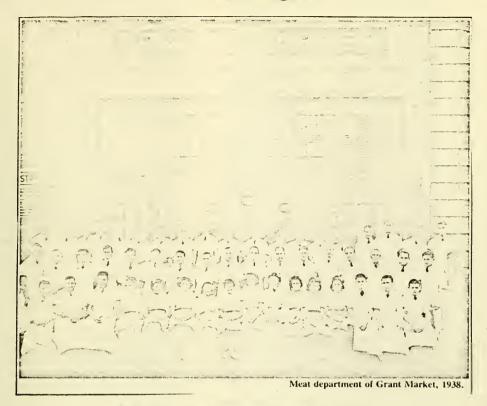
The lesson is clear and time still remains to prevent further mistakes like the Tishman Building.

The citizens of San Francisco can and should demand stricter design criteria. And protect the city's all too vulnerable charm.

San Francisco's City Planning Commission must establish more rigid controls on the quality of future buildings and not allow mediocre designs to receive approval, even after months of appeals.

Market Street can still become the "great boulevard" its designers and planners envisioned, but only if the buildings found there are equally great





Remembering The Grant Market

By Rick Laubscher

■ It's hard to say what I remember best. The delicious mix of aromas from all over the building? The irresistible urge to nibble all day long? The customers too pretty not to flirt with? The cameraderie that all of us behind the counters felt?

See, they've torn down the place where I grew up, and it's got my fond-memory machine working overtime. The place I'm thinking about is the Grant Market, which thanks to the people who are bringing you Yerba Buena Center, closed at the end of March alter 57 years "on Market opposite the foot of Grant, between Third and Fourth." That was how I always described its location. My grandpa would have added "right at the end of the O'Farrell cuble ear line," but I don't remember that.



Not that I haven't heard the stories. How my great-grandfather came over from Germany and opened a little delicatessen stand on the long block of Market, opposite Van Ness, in 1892. How he sold the potato salad and other salads he made himself, and did pretty well at it. How he moved downtown after the 1906 fire, expanding into the Spreckles Market near Grant Avenue.

Then how in 1918 the Bercut Brothers moved their thriving meat business from Fillmore to a new market two doors from ours. And how in 1927 we moved over to join them in the Grant Market.

And how many times have I heard the stories of the Grant's glory years? The late 1920s, the '30s and '40s. Depression? War? It seems the people in the Grant Market made it through pretty easily. The Bercuts had 60 people working for them, cutting, wrapping and selling the meat that everyone agreed was the best in The City, hands down. We had eighteen people behind our 60 foot long marble counter during busy times, selling mountains of fresh salads, tons of cheese and enough ham and bacon, so it seemed, to keep Iowa in business. At least so I was always told.

But there was no exaggerating the

market's prestige in those years. The giant refrigerated display windows facing the street were the first of their kind in The City, and the horn-of-plenty arrangements of food on view must have caused plenty of mixed emotions during the Depression. During the Easter Season, the windows were filled with elaborate ice sculptures that attracted admiring crowds. And any holiday season saw the market awash with a sea of customers, three and four deep the entire length of all the counters. The Grant Market brought prosperity to its merchants when most people were struggling.

But my time at the Grant Market came after those fat years. It's the 1960s I remember. Every summer, every Saturday, every school vacation would find me behind the counter of Laubscher's Delicatessen, earning the money that was to help put me through college.

Breaking into the business young was a family tradition. I watched three of my cousins do it before me, and I was impatient for the day when I would be considered "big enough" to handle the job myself.

I was fifteen when the time came, in 1964, and the Grant Market was hardening at the arteries. Very few people were shopping for food downtown anymore. In the Grant's early years, shoppers had to come lowntown to find really fresh meat, or fish, or cold cuts. But suburban supermarkets and the rise of pre-packaged products had begun their deep slice into our clientele. Our delicatessen trade was changing from

housewives shopping for their families to office workers who wanted just a little something for lunch.

My great-uncle Carl and my father, even as they proudly introduced me to consumers as "the fourth-generation of the family in the business," would complain about the decline in business. They told me I should plan to go to college and eventually break away from the business, as my cousins had. Even then, they could sense the end of the line.

To me, the Grant seemed plenty busy, and though I, too, came to see the deciine in business over the six years I worked there, the time I spent piled up a surplus of good times and pleasant memories.

The Grant Market conformed to the traditional layout of downtown markets: a long narrow building with one broad aisle flanked by counters on both sides. Coming through the doors from Market Street, the customer of the '60s found on his right, in this order, Sal's flower stand, Pete Bonjeans' dairy counter, our delicatessen, Matt's seafood counter and Hank's vegetable department in the back.

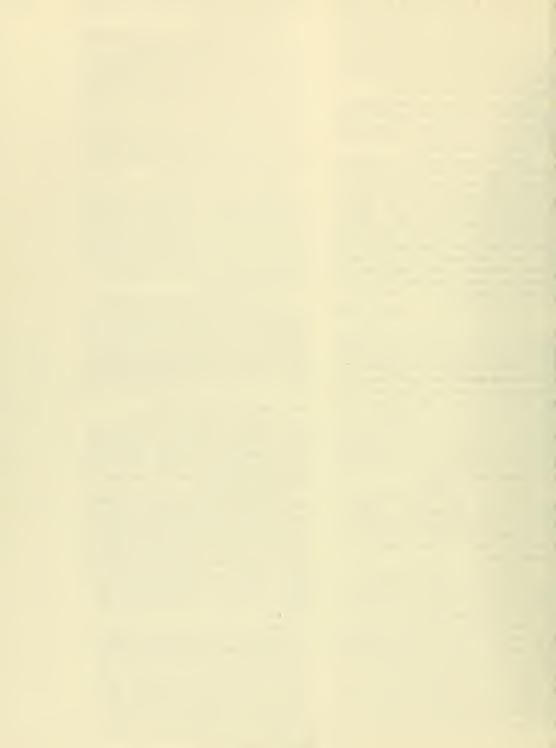
On the left was the barbecue chicken stand, run by a succession of people, the bakery counter, first run by Foster's, then Adeline's, the poultry counter run by Claire and Luigi, and then, where the building became wider in sort of an L-shape, Bercut's Meats, whose counters formed a big square, with customers on the outside, and an island of sawdust and meat saws on the

inside where the butchers worked.

It was the kind of place where you knew everyone by name . . . first name, at least. You knew the last names of the people in your department and of the people who put their names on the signs above their counters. Otherwise, it was just first names, and that was enough.

It was undeniably a bastion of male chauvinist pigs, and some habits I picked up there were tough to unlearn. The men in the market had special ways of communicating. A sort of distant early warning system went into action when a pretty woman entered the store. John Bonjeans or Sal in the front of the market would shout back to the butchers ("Oh Paul, special order on the way")to alert them that a dish (usually miniskirted; the butchers were leg men) was enroute.

When a woman meeting this description came up to our deli counter, another plan was activated. The women who worked for us (usually in their 40s or 50s but invariably called "the girls") knew I had first crack at helping the lovelies. Thus, without conspicuously avoiding these pretties, they wanted on other enstoniers while I feverishly funshed helping the customer I had. My customer would invariably decide on impulse to buy out the store, or else become incredibly picky.



"Let's see," the old lady I'd be waiting on would say, "I think I'll have some cheese, too" (down to the other end of the counter, tripping over my own feet, hoping I would wrap this up in a hurry and get to the delicious blonde). "Oh, I forgot the bacon" (clear to the other end of the counter briskly—still a chance for the blonde if I hurry). "I'd like something a little leaner. Could you check down below? I'm a very good customer, been coming here for years" (kiss off the blonde).

Actually, even when I got to wait on one of these beauties, I ended up flustered, dropping their macaroni salad into the pickle pot instead of the carton, although eventually my behind-the-counter technique smoothed, and I even got a few dates as time went by.

There were other, more mundane techniques to be learned behind the counter, too. How to close the old wooden refrigerator doors with the broken hinges for which replacements were no longer made. Exactly where to kick the worn-out cooling equipment (in the fan) to get it started again. And how to use the ham saw. That's when I knew I had really grown up, when they let me use that ominous-looking machine that years ago had sliced off one of my uncle's fingers when he failed to give the blade proper respect. It was the most dangerous part of the job, and once it was mastered, the training period was over.

Once I knew the job, I spent more time trying to discern the different kinds of people who walked through the doors. The customers. The quick-lunch people from nearby offices. A half-pint of salad and a sandwich: bologna for the peons, roast beef for the bosses.

The old-timers, garrulous people who remembered all the good things, and none of the bad, about the old days. The ones who remembered my grandfather, who died before I was born, and chided me on my "long hair" that touched the top of my ear.

The pensioners, who gazed wistfully at the shrimp salad and took home cole slaw.

The very occasional celebrity. Alfred Hitchcock was a regular enstomer when he was in town. Lloyd Bridges came in a few times, too. I waited on both. Impressed my friends.

The few big spenders we saw, like Amelia Gallo, wife of winemaker Ernest. She motored in regularly from Modesto, often leaving the counter with a side of smoked salmon, several cheeses and huge bills she never quibbled about, paying with cheeks that, needless to say, never bounced.

In contrast, the "number nines," This was the code name throughout the market for the grumpy, bitchy customers for whom the food was never fresh enough, the price never low enough, the service never fast enough. Laigi, the poultryman across the aisle from us, had special Italian curses for

these people which I soon picked up. The general thought in the market was that it took several pleasant customers to regain your composure after one "number nine."

The only time I remember those proportions being met was during the holiday season. Christmas spirit in the market was a measurable thing. For us, it helped that business was so good then. We depended on December to pull us out of the red every year (or at least cut our losses).

My Christmas "vacations" from school were almost completely spent at the store. During that period, the middle and late 1960s, my uncle Louis was our cook. Our kitchen was in an old single-story brick building on Stevenson Street, the alley behind the market. It had been a livery stable originally, and was still cold and drafty, especially at 3 a.m., when my uncle usually started cooking for the day.

During the holidays, he was at full throttle by midnight, jamming turkeys and hams into the 40 year old ovens, pouring hundreds of pounds of potatoes into the giant slicer for salad, simmering mammoth pots of spaghetti sauce on the stove, attending to a dozen things at once, yet somehow getting everything to taste just right.

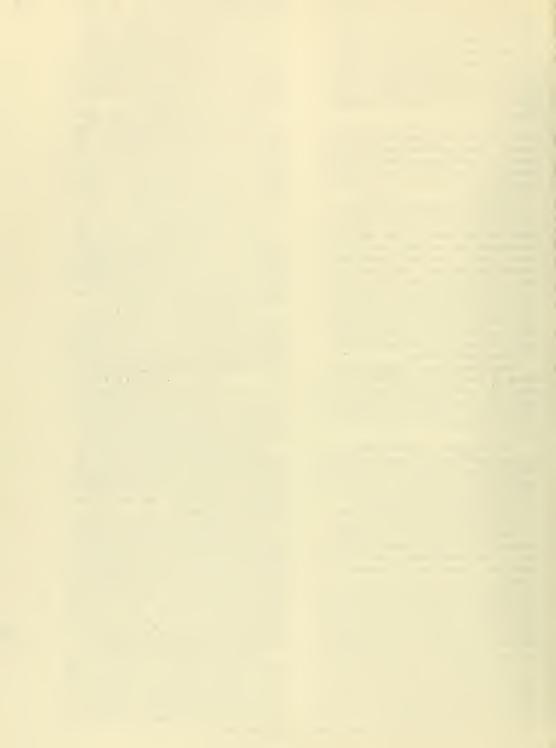
His wife Dorothea usually came in with him during these busy periods just before Christmas and New Year's, working until dawn to slice and arrange traysful of cold meats and cheese for the myriad office parties in the area. My father and my uncle

Carl were around most of the night, too, hauling heavy crates of smoked hams from the walk-in refrigerators in the kitchen to the racks in the market, picking out especially nice ones to for long-time customers.

During the Christmas rush I was usually the all-round flunky. I spent the predawn hours making my way through endless crates of vegetables; coring cabbage, quartering and peeling onions, decapitating carrots and celery stalks and getting them ready for the shredder.

And eggs galore. I'd sit down facing twelve dozen of them, hard boiled. I had to peel them, halve them lengthwise, squeeze each half gently (there was a trick to it) to remove the yolk without damaging the white. Then, when my uncle had made the deviled egg filling from the yolks, I had to spread it on the whites and put the two halves back together. And from my elders passing by as 1 carried out this delicate surgery would come reminders that every egg I botched was that much less profit.

When I finished working with the food, usually around sunrise, there were the dishes. Actually stainless steel pans. And pots. And trays. My uncle would pile on the dirty ones faster than I would wash them. It was at least a two hour chore, and I always started the new year with a bad case of dishpan hands.



Finally, breakfast. I usually cmulated my uncle Carl and hacked off crunchy end slices from a chunk of roast beef as it emerged from the oven, dumping the steamng pieces of meat onto licels of wheat oread, stapping on some mustard and washing it down with coffee.

Then it was off to the market for a day ammed full of customers. Thank God most all of them were pleasant during the holidays. I was too worn out to handle the usual quota of "number nines."

There would be as many as seven of us behind our counter during those busiest days of the year, and every year without fail my father would reminisce about the old days when instead of seven, there were wenty. I couldn't conceive of it.

I have a whole boyhood of memories about that place, and I think they ended at the right time: 1970, when I finished college and, following my father's advice, got into another line of work: not law, as he wanted, but journalism.

The following year, my uncle Louis lied, doubling my father's workload. Business kept falling off, at least partly because of BART construction, which made it tougher for most of our customers to get downown. My father found himself working exteen hour days and still unable to make ends meet. And then came word that the Grant Market was doomed. The last straw. Three years ago, after 80 years of business in Market Street, Laubscher's Delicatessen is appeared.

Yerba Buena made the end inevitable. t happened when everybody in the market ad decided to wait out BART, accepting the osses that accompanied its construction in ne hope that its completion would mean ore customers. But then the Redevelopent people showed up one day to announce at they had finally decided on the dimenons of the Market Street Plaza for Yerba uena. The Grant Market, which we lought might be saved, was to be demolihed. The building next door would stay as tie edge of the plaza. The old Humboldt link Building near Fourth Street, now a link of America branch, would form the ther edge. Everything in between was to tme down.

We soon found out that also meant our the brick kitchen behind the market. But expendition order did not include St. trick's, the Catholic church behind our techen whose belts rang at odd hours. The buza would reach Mission Street by going ound the church on both sides.

They told us it was designed for syntry and aesthetics, but we couldn't help icing what escaped the wrecker's ball I what didn't. But there didn't seem teh we could do. The market and our tehen were hardly architectural landtrks. They were tearing down much nicer ddings all the time. And business was tainly not good enough to finance any 1 of lawsuit.

So we watched the redevelopment machine grind inexorably forward. Every year we'd say goodbye to some more old friends who were being forced out of their businesses nearby. The buildings on the Market Street end of the proposed plaza started to disappear.

We were lucky enough to get out before the worst happened. Another man took over the delicatessen counter when my father called it quits, and I hadn't been back to the market since. But I'd heard rumors that business was unbelievably bad, that the quality had declined, that it just wasn't the same.

When I heard that the end was finally imminent for the Grant Market, I stopped in one last time. Walking through those doors again was a real shock. It was a Friday afternoon, which used to be the busiest time of the week. But now business seemed slower than the sleepiest Saturdays I could remember.

There were certainly mixed emotions for me. The man running our old deli counter didn't make the salads he sold, didn't even put his name above the counter, which I had been taught was a sign of pride in your business. Yet he still used some of the little signs on his cheeses and cold meats that I had lettered ten years ago.

I wasn't ready to face that just yet, so I stopped near the front of the market at John Bonjeans' dairy counter. At least things hadn't changed much there. The same

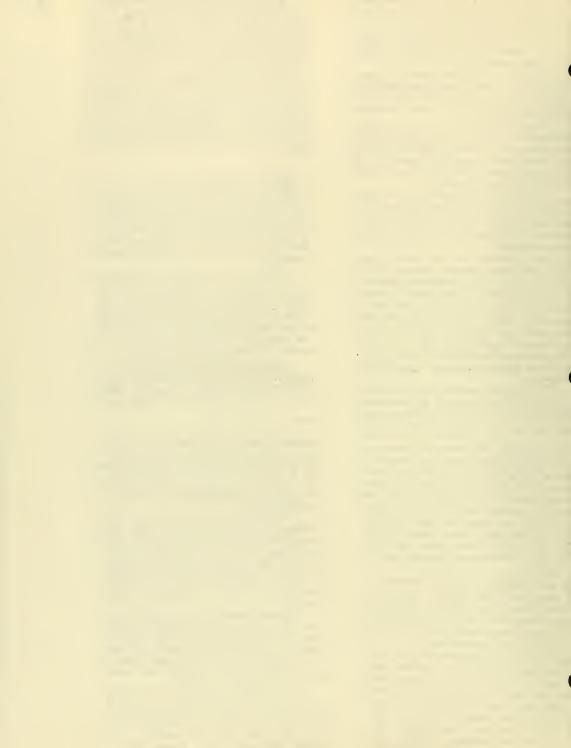
California Living Magazine/June 29, 1975

antique refrigerated cabinets, the same delicious fresh fruit bowl, the same fantastic coffee (I had the first cup of coffee in my life at that counter and I've yet to have a better one). Of course, the prices were higher than I remembered, but that was hardly a surprise.

John's family and mine ran adjoining counters in the market for 45 years. His grandfather and mine were buddies, ditto our fathers. John's dad Peter died a couple of years ago, and since then he's run the counter with help from Dolores, a fantastic woman I remember best for the sound advice she gave me on women as a naive teenager.

With the market finally closing, what were they going to do? John said he hoped to open a sandwich shop in the financial district, but wasn't having much luck finding a place. Dolores said she was going to relax and collect unemployment for awhile before looking for work again.

S.il wandered over from his flower stand near the front door. When I was in high school, his four bits a dozen carnations started off many a date on the right foot for me. Ever since, I've been unable to pay regular flower shop prices. Was he planning to relocate, too?



"Nah, I'm gonna retire. I'm seventy now, y'know." I couldn't believe it. Thinking about it, I realized that very few people who worked in that market looked their age. All that lifting, standing and moving around seemed to keep everyone in pretty good shape. When my uncle Carl finally quit working at age 70, he could still toss around 60 pound boxes of hams like they were empty.

Soon, Bercut's butchers began their ritual procession down the aisle to John's counter for their afternoon cup of coffee. Mike Barriere, whose uncles were the Bercut brothers, was first, befitting his position as boss. Mike looked as good as ever, a big man with silver hair and mustache who

really looks the butcher's part.

Glancing at his meat counter again, though, was the biggest shock of coming back for me. Gone were the endless trays heaped with beautiful pink cuts of prime beef. I saw only a few trays, and way too much bare counter space. The meat still looks a lot better than the supermarkets' offerings, but not quite as irresistible as it used to. Mike's butchers stood around most of the time, something the now-vanished flood of customers never let them do before.

Yet Mike Barriere's crew was luckier than the rest of the people in the market. They knew where they were going: to new quarters at Victor's Market in the Marina. The move should do them good, since it will bring them closer to the Pacific Heights arriage trade they depend on for most of

heir business.

Mike was glad to be leaving the place for another reason: rats and roaches had been turning up all too frequently the past couple of years. Presumably they were refugees from all the other buildings in the neighborhood that had been knocked down. Mike played John a game of Liar's dice for the coffee — there never used to be time for things like that — then went back to work. His butchers followed him to the coffee counter one by one. Al. Paul, Maury: they'd all been with Bercut's at least twenty years and all were glad to be moving to the Marina. "This place just isn't what it used to be," each one said to me. It was the standard comment of the day, and an understatement at that.

Finally, I left John's counter and went to the back of the market to see Matt at the seafood counter. Like almost everyone else in the market, he'd been there as long as I could remember, but when I asked him about it, his answer put the market into the proper time-frame. "Oh, I haven't been here very long," he said dead seriously. "Only about 20 years."

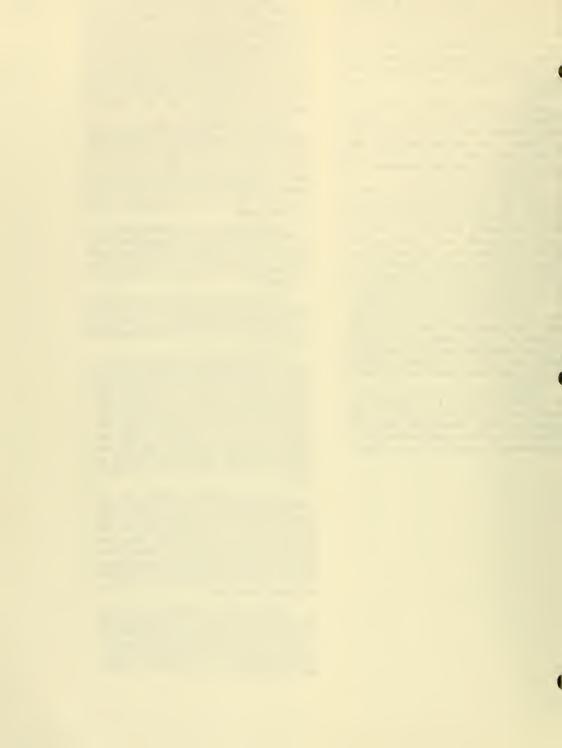
Beyond Matt's counter, Hank's old vegetable stand was empty. Matt said Hank had gotten out in November, closing up right after the Thanksgiving rush. Apparently, he saw nothing to gain by waiting out the final few months.

Matt said he wasn't sure where he would go when the market closed. He said he'd had offers to move into several other markets, but none of the offers seemed just right to him.

We started talking about how it had been in the market since my father got out. "Your dad was smart to quit when he did," Matt told me. "Look out the back door. There's nothing there. We used to draw a lot of people from that area. All those government workers from the GSA building, the PG&E crews from across the street, the garment workers, the people from all those small businesses around here. That's all been taken away in the past couple of years."

I said my good-byes to Matt and the others, and slipped out the back door. Matt was right. The area was devastated. Our old kitchen was gone, too. The little lot that was left seemed so much smaller than my memories. The Yerba Buena people saved the bricks and took them away somewhere. But in the rubble I found one they missed and took it home. I did the same when they tore down the market.

I guess if I have kids I can show them the bricks someday. And I can show them pictures of the place. And I can take them to the edge of Yerba Buena Plaza and stand on a spot and-say, "This is where I grew up." And it probably won't mean much to them. But I'll remember.



The Map Nobody Wanted

By Bernice Scharlach

■ One day soon, if Richard Karnan has his way, as you are driving along the highway, you may come upon a tractor pulling a long train of 50-foot flat bed trailers — thirteen of them — carrying a mysterious looking cargo neatly stashed under canvas wraps. It looks as big as the whole state of California. It is. On a scale of six inches to a mile. It's the 450-foot California State Relief Map, the largest, most perfect topographical reproduction ever built. The one that stood for nearly 40 years under glass in the central arcade of the Ferry Building.

Since 1960, the map that everybody loved but nobody wanted has been collecting dust in a Redding warehouse. Now Karnan, president of a real estate and investment development firm, the man who is the latest in a succession of the map's lovers and its present owner, has come up with a plan to restore and display it on a permanent basis, hoping to launch the project as part of the state's bicentennial celebration.

He'd like to put California on wheels, get the map on the road, stopping at county fairgrounds and schools up and down the state. To do that, he formed the California State Foundation, a non-profit organization aimed at restoring (but not updating) the map and presenting it to the public for its education and enjoyment.

The map they will see — if the giant jig-saw puzzle is ever reassembled — was originally conceived by San Francisco merchant Rueben Hale, the man responsible for the Panama Pacific International Exposition, to stand as a permanent exhibit of California's natural beauty and scenic variety. It was also designed to raise the consciousness of the state and to create a little harmony between the north and the south.

The project got underway in 1923. That year the eyes of the world were focused here as President Harding Liy stricken with a fatal illness at the Palace Hotel Golden Gate Park unveiled its new tenns stadium. And the Secretary of Commerce, a Californian named Herbert Hoover, was predicting unlimited prosperity.

A U.S. Chamber of Commerce survey based on the government census figures of July, 1923 underscored The City's "unquestioned supremacy as the commercial, financial and maritime center of the Pacific Coast."

Somewhat hard for the people of the southern part of the state to swallow were these facts: The cost of living in San Francisco was the lowest on the coast; yet The City was the wealthiest per capita. \$3401, in the U.S. By comparison, the figures for Los Angeles were only \$2801 per capita. In foreign trade, San Francisco exceeded Los Angeles by more than \$250 million a year. Not only did San Francisco rank first in the number of homes owned, in wholesale and retail trade. manufacturing and agriculture, but The City ranked second only to New York as the home port of American ships.

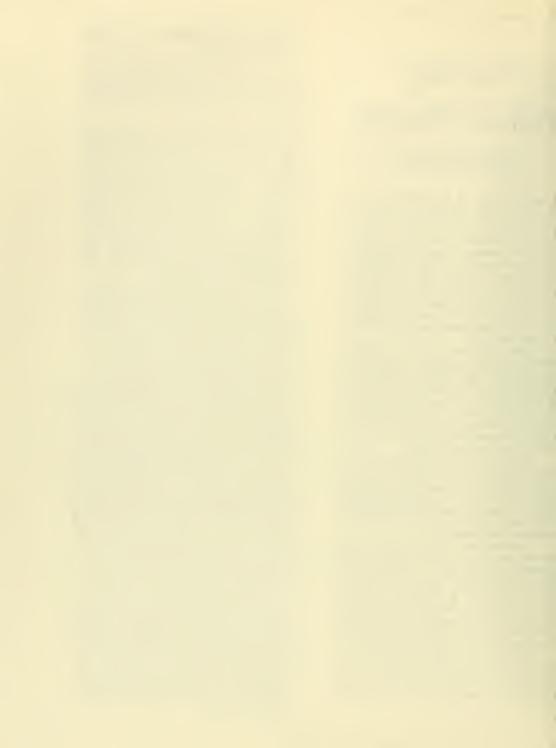
With all this going for the north, no wonder the south was out of shape. Hale, a man of great vision, felt San Francisco should take the leadership in unifying the state. What better way than to have each of the 58 counties working together on a magnificent project to demonstrate the beauty and the potential of California?

He turned for artistic help to J. T. Edwards, a Fellow of the Royal Geographical Society, whose work on exhibits at the Panama Pacific Exposition had attracted widespread attention. Edwards hired himself a staff of 25 engineers, draftsmen, sculptors, geographers and artists. Then they began collecting surveyors' maps of each county along with specimens of products and wild life and reams of information about places of interest. As the dimension of the project began to take shape, it was decided that Edwards would have to work on it in Los Angeles where he and his crew could rent a movie studio — "the only structure with

sufficient space and suitability for the execution of the task," according to a report in the *Chronicle*, September 2, 1923.

The report went on to describe some of the highlights of the map.

"Observers will view the display as from the Pacific Ocean, gazing through a clump of sequoia, so grouped as in no way to detract from the view. Beyond the model will be a painting by master artists showing the distant mountains and sky. Home seekers, tourists, manufacturers, producers and persons of all vocations and stations in life may obtain information of value to them within a short time by merely walking the length of the map...



"Miniature cattle will be seen in stock regions, while fruit trees, alfalfa, etc. will be seen in other places. All universities, high schools and normal schools in the state will be displayed . . . Scenic and historical places, including Yosemite National Park, Sequoia Park, Mt. Shasta and Mt. Lassen (equipped to erupt at the press of a button) . . . all the California missions, the marriage place of Ramona, and the old capitol of Monterey. In addition, virtually every golf course in California will be designated, as well as beaches."

Much mention was made of the map's unique lighting effects. At the press of a button the observer could witness the diurnal cycle beginning with sunrise, blending into daylight, fading to the sunset and into the night. Blinking lights of the miniature towns at night were a special feature.

Originally the map was to cost \$100,000. By the time it was completed fourteen mouths later, it mounted to \$145,405. Of that, \$74,250 was paid by donations from the 58 counties of the state and the balance came from the State Chamber of Commerce and San Francisco's California Development Association.

Excitement for the map mounted as the date for its unveiling approached. A statewide contest was held to choose a name

for it. There were 18,459 submissions. Winner of the \$50 prize, donated by the Development Association, was Anne Porter (now Burmeister), daughter of eminent San Francisco pediatrician and neuropsychiatrist Dr. Langley Porter. Her name for the map, whose view was described as the view you'd get from an airplane, cruising along the coastline at about 10,000 feet on a very clear day, was appropriately, "Paradise in Panorama."

The unveiling occurred on the night of November 19, 1924, culminating an all-day conference of more than 500 of the state's civic, agricultural and industrial leaders who gathered to discuss conservation of the natural resources of California, and to promote statewide unity.

After the luncheon at the Fairmont, there was a round-table discussion on conservation headed by such speakers as Francis J. Cuttle, of the state board of forestry, Dr. G. P. Clements of the L. A. Chamber; Stephen T. Mather, director of the National Park Service of the state, and W. E. Colby, secretary of the Sierra Club.

That night, it was Hale's turn. The first vice president of the Development Association, he was chairman of the banquet at the Palace Hotel, at which the hundreds of digintaries got down to discussing his chief concern, Greater California



Unity. Speakers included Charles F. Stern, banker from Los Angeles, giving the viewpoints of Southern California on the subject, and John L. McNab, San Francisco attorney speaking for the north. When the speeches were over and California was "unified, and greater for it," the guests rose to their feet, and filled Palm Court with strains of 1 Love You. California.

For the grand finale, the dignitaries boarded a procession of streetcars for the ride down Market Street to the Ferry Building to stand in awe before the most largest and most perfect topographical reproduction ever conceived.

For the next 36 years, the map would draw the biggest crowds of any tourist attraction in the state. It also charmed commuters and saucered the eyes of troops of school children. One of those children was Helen Anderson, now an interior design student at San Jose State, and a member of the the San Jose City Bicentennial Commission. She's working on a committee to see the map restored. She recalled when she was a little girl waiting for her father to finish work. "My sister and I would go look at the map. I remembered it all my life. When we were moving from San Francisco to the San Joaquin Valley, my mother showed us where it was on the map."

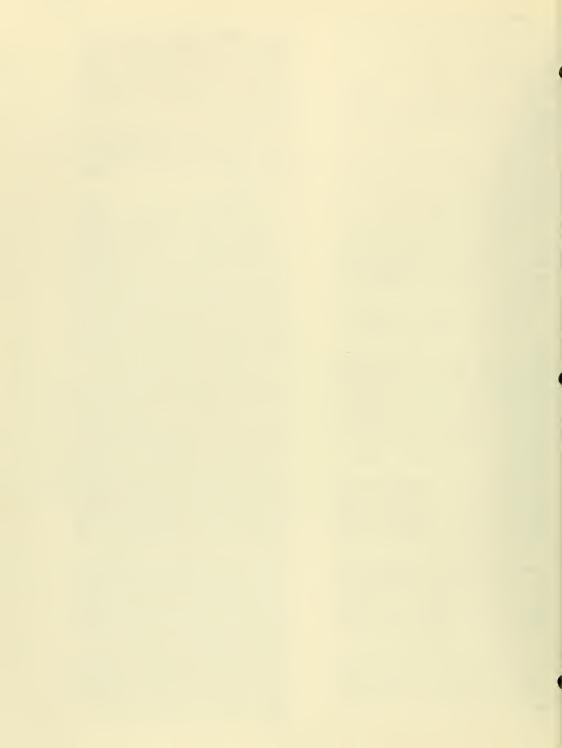
What Helen didn't know at the time she was viewing the map at the end of the 50s was that it was also the end of the map.

"Paradise in Panorama" had been living on borrowed time since the spring of 1953, when it was announced that the Ferry Building was to be remodeled.

Legal owner of the map at that point was the State Harbor Commission. When the State Chamber of Commerce moved from the Ferry Building in 1940, it sold the map to the Harbor Commissioners for \$1. The upkeep had been running to several thousands of dollars annually, and the Chamber was happy to let the state foot the bills.

First word of the impending doom of the map brought a cry of anguish from one Henry Carlisle. In an open letter on March, 1953, to General Wiley of the Board of State Harbor Commissioners, Carlisle wrote in part, "To any Californian who has seen this model, the news of its potential destruction comes as a shock, a calamity, something that cannot be done..."

The newspapers which reported on April 2 that the map had to go to make way for three layers of offices for the first unit of the SF World Trade Center, also carried another story. The announcement of an offer from Los Angeles County to buy the map.



Forget it! That was the response from the Board of Supervisors when the then Superintendent George Christopher announced intentions to introduce a resolution calling for the city to take it over. Christopher said he would ask various city departments to try to find a suitable place for it.

Various city departments tried, and they all came up with places that would be great — for some other department. As the deadline approached, it was becoming increasingly clear that this was the map that everybody loved but nobody wanted.

Meanwhile, an exasperated PR man for the LA. Fair, Tevis Paine, a "transplanted Northern Californian," wrote back a letter to Carlisle on May 15, saying: "Evidently you were not informed that the L.A. County Fair had made application for the map as soon as the publicity went out that the map was to be removed."

Gently shoving in a knife, he went on to point out why it was smarter to have it in the south: that a greater number of state visitors and school kids would see it there, that it might even draw those visitors up

north.

He concluded by trying to put a muzzle on the north: "From what I have been told by General Wylie, I am inclined to believe we will be favored if San Francisco does not come up with an idea. Consequently, I hope that all pressure from press, radio and word of mouth will be at a minimum in San Grancisco."

His letter was counter productive. It brought a formal request from the San Francisco supervisors to the Harbor Board requesting The City get possession. On August 28, for the sum of \$1, it was turned over to The City, to be moved to the south wing of the Ferry Building where it was squeezed in, double decked and run around

corners granted a reprieve for from three to five years until a permanent home could be found. The City agreed to pay rent of \$1,000 a year, and to pay for the map to be touched up. The Harbor Board agreed to pay for lighting and custodial services.

But no other place was ever found for the map. In 1957, Sen. George Miller suggested it go to the State Fair. A bill appropriating \$75,000 to haul it to Sacramento was passed and promptly vetoed by Gov. Goodwin Knight. The last remaining hope was that the State Division of Beaches and Parks take it as part of Project X at Aquatic Park, where Maritime Museum officials had hoped it could be placed in the Haslett Warehouse. That hope was shattered in 1960. Charles De Turk, then the Division's chief, was painfully blunt. He said:

"I would simply say the map has served its purpose. It's not worth the cost of

moving it. It does have sentimental appear, but I doubt if it has much other value. San Francisco owns the map ... if The City really wants it, than it can take care of it. I think no one else wants the map so they are trying to give it to us. If we owned it, we would try to do the same thing."

De Turk was right about the map's having sentimental value. But he was wrong about no one else wanting it. Thomas R. Woods, an elderly realtor from Redding, wanted it. Meanwhile, The City at this point was thinking about drowning it in the Bay. It finally appropriated \$10,000 to have it demolished to get the Ferry Building off its back. Enter Woods, who staged a one-man sit-in in Mayor Christopher's office announcing, "I will not have this map destroyed." He sat there until the mayor agreed to sell it to him, provided he take it out of the Ferry Building within 30 days and that he post a bond. Woods complied.

It cost him the customary \$1, but within a week he was into it \$15,000 worth to dismantle and crate it. It was Woods intention to make the relief map the centerpiece of a tourist information center along what is now Interstate 5, north of Redding. Eleven years later, Woods, now into it for \$35,000, and having never gotten around to doing anything with it — offered to give it to Dick Karnan.

"He called me up when he read I had purchased a piece of land along Interstate 5. Said it was the perfect spot for his map and offered to give it to me," said Karnan in his plush offices in Los Gatos. The young Dartmouth graduate, a native of Pennsylvania who has lived in California since 1958, had never heard of the map. But Woods' enthusiasm rubbed off on Karnan. Smilingly he admits that, "I'm turned on by maps. Without ever seeing it fully assembled, I agreed to buy it for the traditional \$1."

After the first rush of excitement subsided, Karnan figured out what it would cost to build a building large enough to house the map. "At today's figures, I was looking at, conservatively, \$500,000 just for the building. Plus the cost of the land. Plus

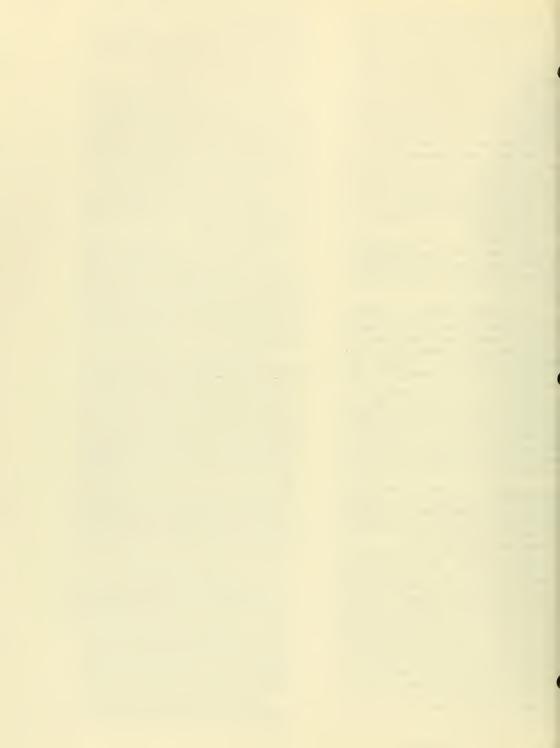
the cost of refurbishing the map."

Two years and twenty-four storage bills later, Karnan put an ad in the Wall Street Journal headed, "For Sale: State of California."

"I explained the significance of the map. That I was looking for help, either for sale or a joint venture or lease, but that I wanted to see it preserved and that I realized I didu't have the financial muscle to handle it alone."

Enter Bruce Fox, an avid newspaper reader with an advertising and promotional background who lived in Sacramento. Fox spotted the ad.

(3)



"He thought it was the greatest thing that ever happened." Karnan relates. "He was going to get a group together to buy the map. When that fell through, he asked me if there was any way he could be associated with the map, that he was really hooked on it. He quit his job, moved down here, and he's been on our payroll since this summer. It was Bruce's idea to make the map a mobile display."

In December, 1974, the California State Foundation was incorporated as a non-profit organization. It currently has an option from Karnan Associates to purchase the map for \$50,000, which is what Karnan figures his out-of-pocket expenses have been.

A month after its incorporation, the Foundation received the endorsement of the American Revolutionary Bicentennial Commission of California giving its official approval of the map as a bicentennial project. January 30, Fox had letters in the mail to the 58 counties asking for their approval. Within two months, more than half endorsed it. He and Karnan find it "puzzling" that San Francisco has not yet responded.

"The county endorsements carry no financial obligation," Karnan is quick to point out. "We haven't asked anybody for money yet. Endorsements mean that they like the idea of displaying the map. That they recognize the historical significance that in 1924 all 58 counties endorsed it. That now, 51 years later, it is our goal to have history repeat itself, making the exhibition both a bicentennial project and a permanent educational display symbolic of California's unity."

Karnan figures it would cost anywhere upward of a half a million dollars to restore the map.

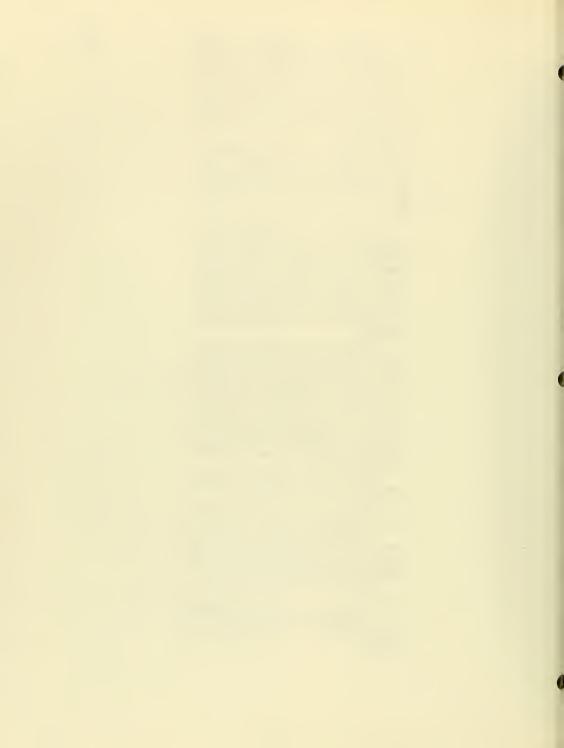
How does he plan to sustain it once the map is restored?

"We'll charge admission to adults. We'll charge a rental fee when it's displayed at county fairs, or we'll work it out with admissions. Also we'll sell books on the history of the map, and other novelties.

Will there be any attempt to update the map?

"Absolutely not. In fact, I would like to see it restored as it was in 1924. The importance of it is to see California as it was."





\$800,000 Revival

That Famous Map Is Back in Town

The Ferry Building's great old relief map of California which fascinated everyone whose childhood occurred here between 1924 and 1960 — started on its comeback trail last week.

The 40-ton, 600-by-18 foot painted plaster-and-muslin replica of the state's entire topography—complete with 800,000 hand-carved buildings - arrived here in 186 5-by-7 foot crates aboard six big trucks from a Redding ware-house.

The dusty sections — conveyed courtesy of Greyhound Exposition Services Inc. to its 200 Brannan street warehouse — are to be refurbished over the next few months, and then sent out as a mobile exhibit for bicentennial events aboard ten 50-foot display trucks.

The sponsor for the famous old map's \$800,000 revival plan is a non-profit foundation called the California State Foundation, especially invented for the purpose by a Los Gatos real estate development and investment man, Richard P. Karnan.

"I just got hooked on that map," Karnan said yesterday.

Karnan said the San Francisco segments of the map will be rebabilitated first, in South San Francisco at the cooperating Greyhound Exposition Services' Utah stret street plant, and will be shown "somewhere in San Francisco" this fall.

Next year, plans call for the entire exhibit to be shown not only

throughout the state but around the nation.

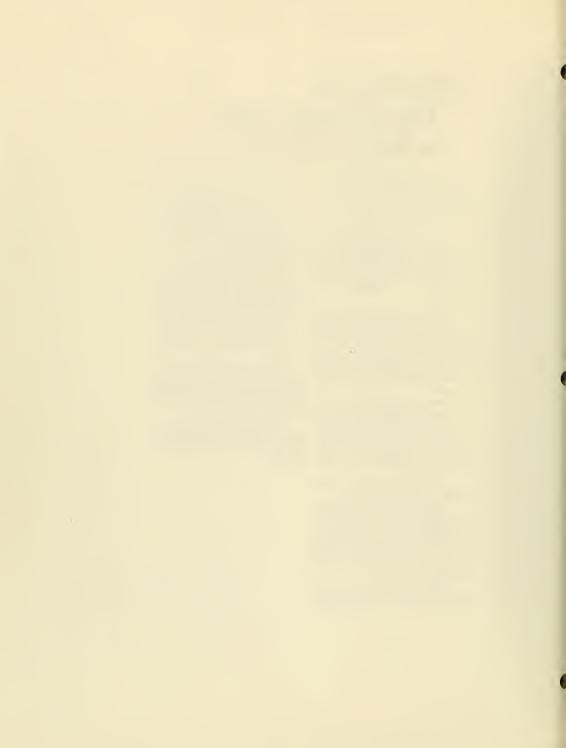
The map was originally installed as an immensely popular attraction at the Ferry Building in 1924. San Francisco bought it for a token \$1 in 1953 in order to move it out of the way of the planned Center.

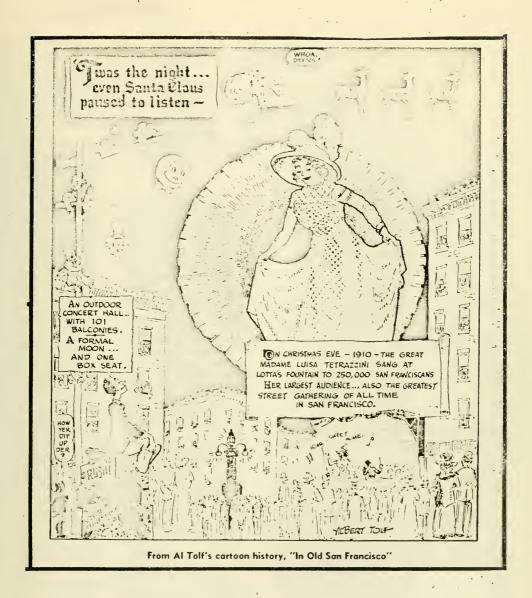
The city voted \$10.000 in 1960 to pay for "drowning it in the bay"
— as Karnan recalled — but instead sold it for another token \$1 to a Redding real estate man, who took it to Redding in hopes of showing it as a tourist attraction.

But the space it required proved forbidding. It was warehoused.

"So," Karnan recalled, "I heard about it, and in 1972 got to the point where the California State Foundation managed to buy it again for \$1. No, that's not true. With tax, it was \$1.04.

"It cost \$145,000 to build originally. Our bids for just refurbishing it range from \$200,000 to \$400,000."







His mimicry

By Rodi Shemeta

Whoever says imitation is the sincerest form of flattery has not yet seen the audacious little mime who mocks the noontime pedestrians on Market and Powell, creating quite a crowd in the process.

Eyeing a victim, he darts into their blind spot - not quite behind, but not quite to the side either - and locks into step. Suddenly, he becomes that person.

He assumes an old man's scowl and stiff gait, even shrinking his already small body into the man's exact height. He affects the gum chewing and giggle of the teeny - bopper and the swagger of the well muscled jock, even stretching himself out to look as tall as the victim.

Though it is anything but flattery, some people are delighted and some merely confused. "Oh my!" exclaimed one little woman, "Is something coming after me?"

Some people are downright mad, but Pinocho' Padilla is not unduly worried about the angry ones. When the people go "Arrrgh!" as he put it, mimicking their fierce glares, he simply explains, "I run!"

And run he did one time when an old man took a few swings at him after Pinocho swiped the man's hat. Even then, however, he kept the act up, slipping quickly through the crowd, screaming silently and waving his hands in mock panie.

A mime is defined as someone who speaks with gestures, not words, and Pinocho seems to carry the definition into his real life. A native Mexican who speaks little English, he

doesn't flatter

am alone," he said with stay. "It's nice here, not an uncomfortable laugh.

He hitchikes around quite a bit, performing in other cities, but San Francisco is where he'll like L.A.," he says, "People are cheap there.

"I love San Francisco," he admits, "I'll live here a long time."

gropes awkwardly for words, communicating best with small gestures of the hand or a significant lift of the evebrow.

He credits a school in Mexico City with teaching him mime and a little English ("Not too much"), yet his own ad libs are something school could never have taught him.

Snatching a hat from a man in the audience one time, he tipped it over his forehead gangster style, and with his jaw jutting into a tough leer, backed slowly away, crouching and waving two "guns" threateningly.

He grabbed a purse from a girl who willingly relinquished it ("It's yours!'') and backed away again, chuckling.

Suddenly, sirens wailed somewhere on Market Street. His ears pricked up, eyes opened wide in terror, and he stumbled madly back to the girl, flung her purse back, and hurriedly returned the hat, nervously peering over his shoulder the whole time.

'I play with the people," he grinned, still sweating after a two hour performance. He plays, and hopefully they pay - mining is his sole means of support.

After a performance, Pinocho sits cross - legged and stares miserably at his tattered hat, while the crowd surrounds him and tosses coins. It's not a bad haul for a few hours of work -\$30 to \$40 a day.

And then he goes home, his greasepaint beginning to wear off around the nose. He lives by himself on Turk Street, wanders around North Beach when he's not performing.

He belongs to no groups, guilds or troupes. After mingling. with hundreds of people, when the show is over "I"



SHADOWING FIGURE — Pinocho Padilla. falls into step with a puzzled passerby on Powell and Market. (Photo by Don Ivers)



್ಲಿಸ್ಲೆ≾್ಡಿ June 22, 1975

S.F. Sunday Examiner & Chronicle



HIS SIGN SAYS IT ALL Donald Kizzee wants a wife

-Examiner photo by Mike Musura

A lonely man seeks a wife

Little more than a month ago. Donald Kizzee lost the woman he loved and lived with for more than three years.

"It was diabetes. We were never married, but I've been very lonely ever since," said Kizzec.

Yesterday, he sat in a fold-up chair in front of Woodworth's at Powell and Market Streets, holding a hand-printed cardboard sign. I AM LOOKING FOR A WIFE, PLEASE STOP AND TALK TO ME.

One can find most anything on Market Street, but the bluntness of Kizzee's request drew giggles and puzzled stares from passersby.

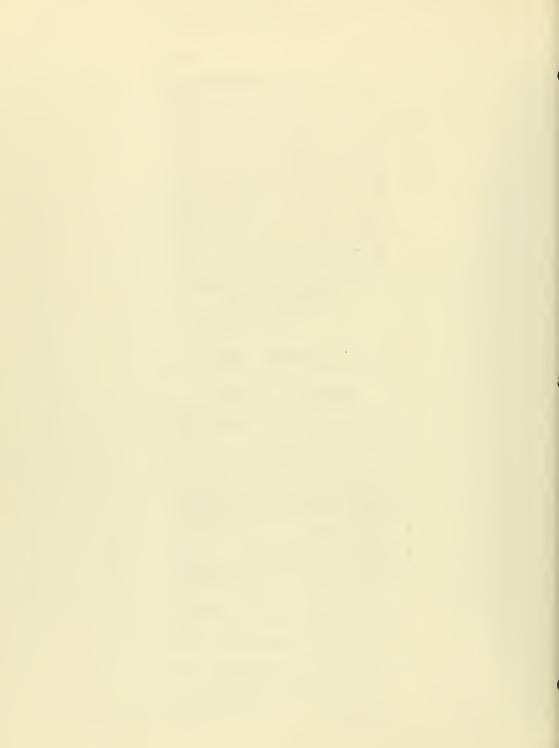
"Only dope addicts and alcoholics have stopped during the two days I've been out here," he said. "I do neither. I'm a bit particular."

Kizzee has lived here since 1962. He said he lives on Army disability and can't afford to formally advertise his loneliness.

"I'm looking for someone interested in the same things I am," he said. —

"Beach pienies, eard and domino games, television and good movies without violence."

He plans to stay on the street at least until Wednesday when he must enter Mount Zion Hospital for a foot operation.





FOR IMMEDIATE RELEASE

BIG PARADE MARKS ADMISSION DAY

SAN FRANCISCO -- They'll be marching up the Path of Gold this Sunday (Sept. 7) in San Francisco.

The "new" Market Street's gilded past will be resurrected with a 236-unit Admission Day parade sponsored by the Native Sons and Daughters of the Golden West.

Not since 1967 when BART excavations were begun has

Market Street been parade ready. Five million bricks, 670

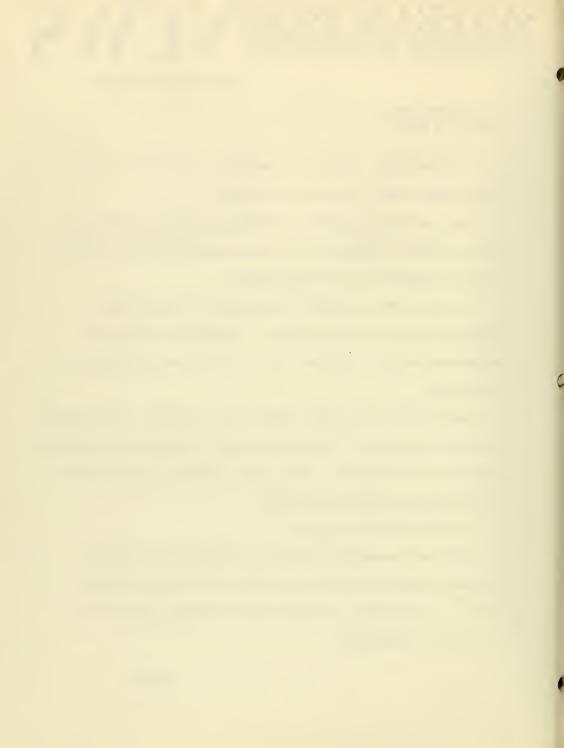
sycamores and \$34.5 million later -- it's time to strike up
the bands.

Statistically the parade stacks up as a winner. The 2½-hour spectacle includes 23 floats, nine bands, political campaigners, brigades of equestrians, drill teams, military marchers and even the Wells Fargo stage coach.

The show starts at 1 p.m.

Units will assemble at Battery and Market Streets and proceed westward on Market to Golden Gate Avenue, turning south at Polk Street and passing the reviewing stand at the entrance to City Hall.

(more)



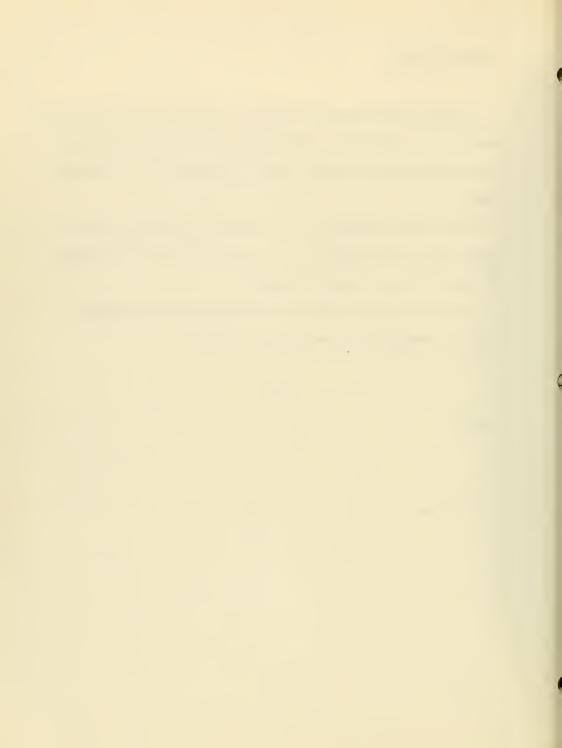
Billed as the official statewide celebration of California's admission to the Union in 1850, the parade also commemorates the centennial of the Native Sons and Daughters of the Golden West.

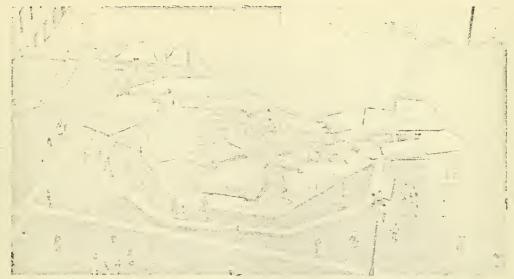
Grand marshal honors will be shared by Walter G. Perazzo and Dolores Ferenz, native sons and daughters both, according to Parade Director Gladys Bambarger.

The last time San Francisco was designated official host city for Admission Day ceremonies was 1950.

111

9/4/75





NEW DESIGN — A fountain to be built at the United Nations Plaza (Market at Leavenworth Street) calls for a pool with water jets surrounded by inscribed granite slabs as shown in

this scale model. Estimated cost is \$1.2 million. A previous design was disapproved last year by the San Francisco Art Commission. (Photo by Dan Ivers)

New design for U.N. fountain

A revised design for the proposed United Nations Plaza fountain will go before the Art Commission for its approval next Monday. That meeting will be at 4:15 p.m. at 50 Fell St.

John Barron, head of the City's Transit Task Force (TTF) estimated the granite slab fountain with all its accoutrements would cost around \$1.2 million. It would be paid for out of federal funds.

A similar fountain proposed last year for the same plaza (to be located on Market Street at Leavenworth), was disapproved by the Commission.

That proposal had become the center of a battle over how much money should be spent for the fountain and whether the fountain met with traditional standards of beauty.

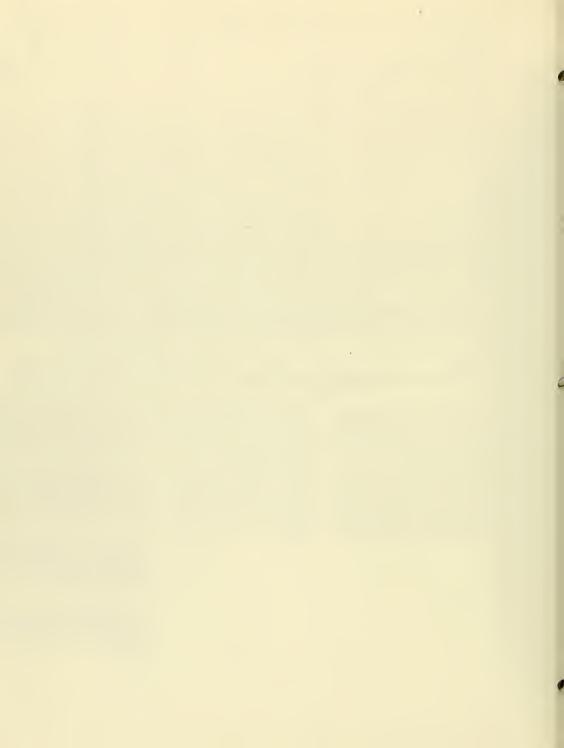
Estimates on the cost of last

year's' fountain ranged from \$900,000 to \$1.25 million, and there were persons who argued that that money could be put to better use.

Barron told The Progress that the basic change in the fountain now being proposed is that it would have the more traditional water jets. Last year's fountain depended on surging action, he said.

Plans are for an open design with large surfaces reserved for inscriptions. Just what those inscriptions would be is not known at this time, said Barron.

Juxtaposed to the fountain would be an 18-foot polished black granite slab commemorating the birth of the United Nations in San Francisco.



Plaza dedicated.

San Francisco dedicated its uncompleted United Nations Plaza yesterday, celebrating the 30th anniversary of the signing of the U.N. Charter in the Opera House.

Abdulrahim Abby Farch, assistant secretary-general represented the U.N. at the Market and Leavenworth street ceremonies.

Only 300 persons were there, in sharp contrast with the 10th, 20th, and 25th. United Nations birthdays, for which planeloads of delegates flew here to nonor the document its signers hoped would end war forever.

Yesterday, there was not a U.N. flag in sight, but most speakers held out hope the spirit will not doe.

The flags of the 134 U.N.-member nations were paraded by members of the San Francisco Boy's Club into the International Center at 50 Oak St., at ceremonies sponsored by the artist's embassy.

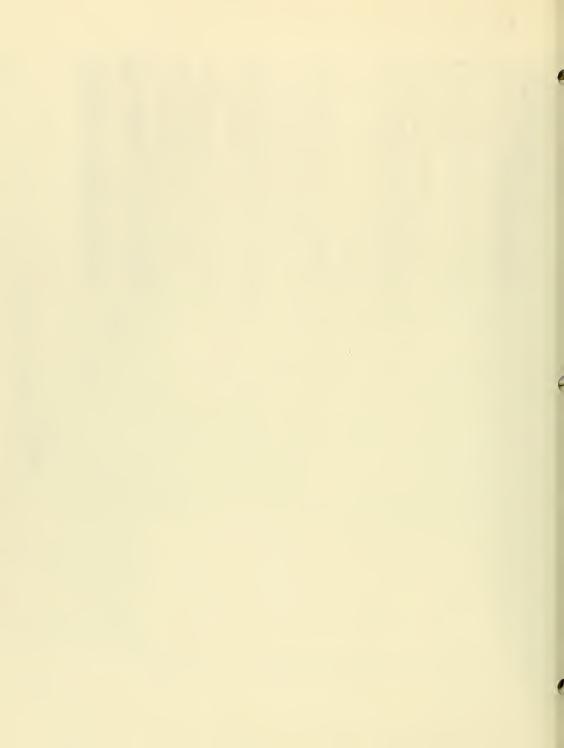
Students of San Francisco's John O'Connell High School made the flags.

Mayor Alicto dedicated a tree to the late Dag Hammars indd. The mayor sai I The City was the forerunaer of the U.N. in Gold Hush days, "When the world world came here, but when the gold petered out the people remained.

Standard Oil Corp. board chairman H.J. Haynes, national U.N. Day chairman presented Alioto with a first day issue of U.N. stamps.

Farah gave the mayor live medallions, including the Medal of International Women's Year. The Law of The Sea, Wedld Population Year, Peaceful Uses of Outer Space and The U.N. Peace Medal.

Other speakers included Warren Traut, president of the Market Street Development Project, Chief Administrative Officer Thomas Mellon, and Board of Supervisors President Dianno Feinstein.



U.M.'s Party in Its Plana

By Gene Robinson

The sunshine was bright and warm and the band played "I Left My Heart, Etc.," as eithe officials gathered yesterday to celebrate the 3th anniversary of the United Nations.

About 200 spectators were on hand.

Thirty years ago representatives from around the world met in San Francisco to hanimer out the principles and ideals underlying the U.N.

Officials took the occasion to dedicate the United Nations Plaza — under construction at the corner of Market. Fulton and Leavenworth streets — and to plant a tree in honor of the late Dag Hammarskjold U.N. Secretary General from 1953 to 1961.

U.N. Assistant Secretary

General Abdulrahim Abby Farani of Semaina flew in from New York to attend the ceremonies, and to reemphasize the goal of world peace.

"The old barriers of nationalism and prejudice can be eroded," Farah said. "I believe that if we persevere we can succeed.

"If we do, future generations will be able to say that the first steps were taken here in San Francisco."

Farah also read a statement from U.N. Secretary General Kurt Waldhem and presented Mayor Joseph Alioto with a set of medallions, including the U.N. Peace Medal.

The commemorative ceremony was sponsored by the eity, the United Nations Association of San Francisco.

and the Market Street Development Project.

Someday the U.N. Plaza will be a red brick promenade highlighted by a massive floodlit fountain. Yesterday it was clogged with debris and the dust of construction.

The evergreen pear tree dedicated to Hammarskjold was brought to the site in a yellow bulldozer driven by a hard-hatted construction worker.

"But bricks and trees are but a symbol" of the larger work being carried on by the U.N. reminded Supervisor Dianne Feinstein. And besides, said Alioto, it would be long before the plaza is a thing of beauty.

Feinstein, along with Supervisor Al Nelder, presented a certificate of taanks to Patricia Di Giorgio, president of the San Francisco U.N. Association, for her supportive work.

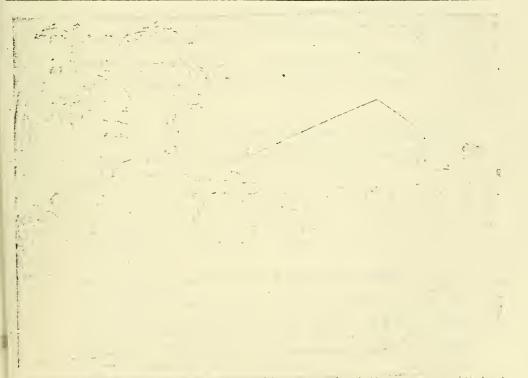
After the small jazz band played "San Francisco, Open Your Golden, Etc.," Farah, Alioto and Mrs. Fenskiold tree.

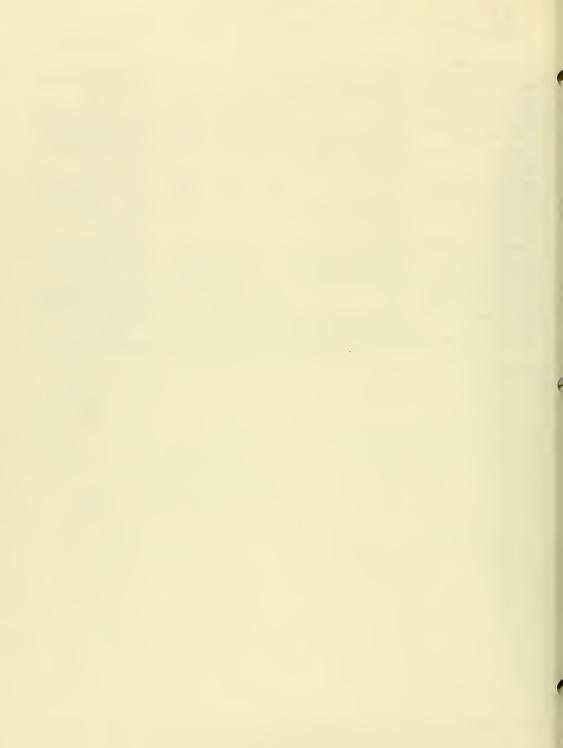
Eventually it will be dwarfed by sycamores and poplars and the massive fountain, but for now it stands as San Francisco's U.N. monument.

Another U.N. eelebration took place yesterday at a luncheon in the International Center, 50 Oak street.

There were speeches by members of the consular corps. Farah and the Rev. Ahred Boeddeker of St. Anthony's Church.

A special art exhibit opened at the center.





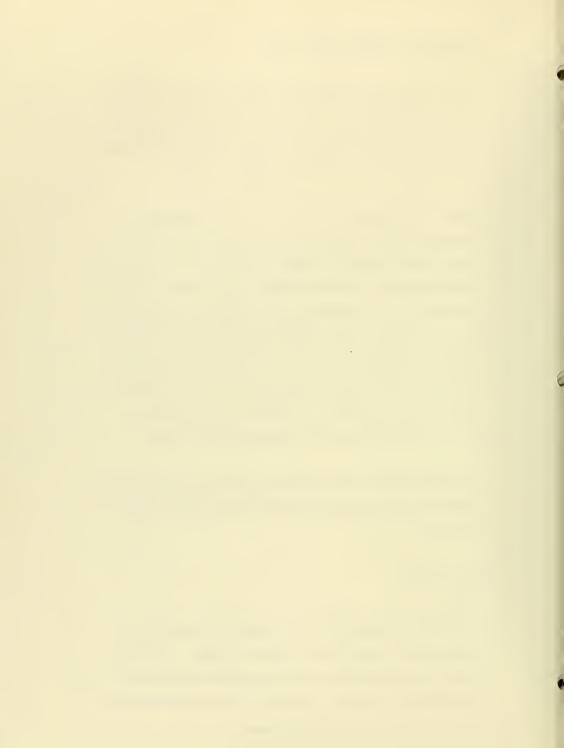
The major fountain on Market Street memorializing the founding of the United Nations in San Francisco thirty years ago can be dedicated in July 1976 as part of San Francisco's Bicentennial Celebrations if word is given to go ahead very soon.

Designs for the fountain, five years in the development, are being submitted once more to the Arts Commission of the City & County of San Francisco on Monday, April 14, 1975. Joint venture architects/designers for the fountain and the plaza in which it will take place are Lawrence Halprin & Associates (designers for the joint venture), Mario Ciampi & Associates, and John Carl Warnecke & Associates. As part of the overall enhancement and re-design of Market Street, United Nations Plaza is presently already under construction. It remains for the fountain to make it a notable focal point in the city's Civic Center.

The major elements of United Nations Plaza will be the fountain, a memorial stele, and evocative descriptions on both fountain and stele.

The Fountain

United Nations Fountain will be a dramatic environment of inscribed granite forms and water courses and pools. It will be at once a strong and inviting place, symbolizing the idea of the international organization as one which should signify strength in the unity of its varying nation-members.

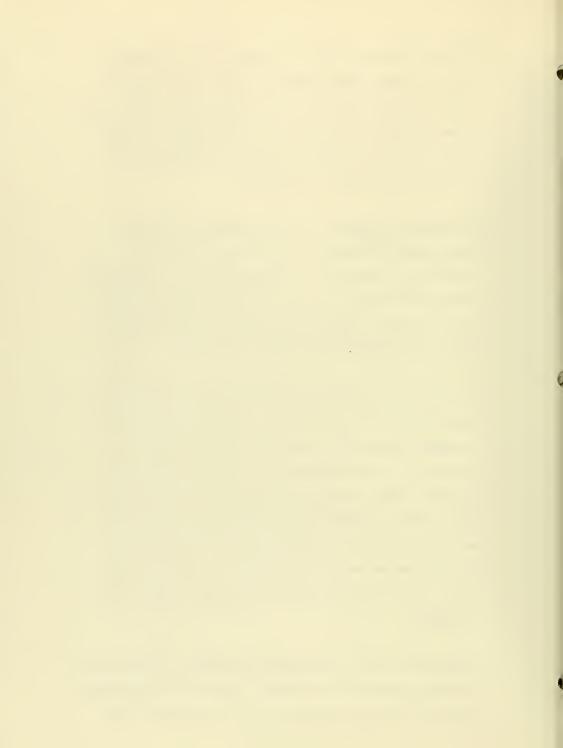


The idea of the United Nations is participation, and so is the idea of the United Nations Fountain. Instead of an austere, classical design that will say "look-but-don't-touch," the design for the fountain invites people into its environment, to become a part of it in their enjoyment together, to experience a symbolic place and be moved by its messages.

San Francisco is the city in the United States that welcomes people in terms of "come and be a part of us, if only for a little while." That, too, will be the message of San Francisco's United Nations Fountain. It will be a participatory, welcoming fountain, one that stands for our ideals of people coming together and celebrating their variety and diversity.

Many different water effects occurring amongst the many-leveled inscribed granite forms will bring - at different times- motion, excitement, vivacity, cool, calm, and peace to the viewers-participants. Jets, glistening waterfalls, spray and fog, ebb and flow of waters, and periods of tranquil reflective surfaces will all combine to recall the many kinds of water events that take place in nature all around the Bay Area. The fountain is designed to evolve these natural elements, not slavishly copy them. It will be an urban microcosm of the water forces in our environment.

"The separate but inter-relating forms of granite and the activity of the water symbolize two qualities: the splendor of the Northern California coast with its rocks and surf, and the idea of many

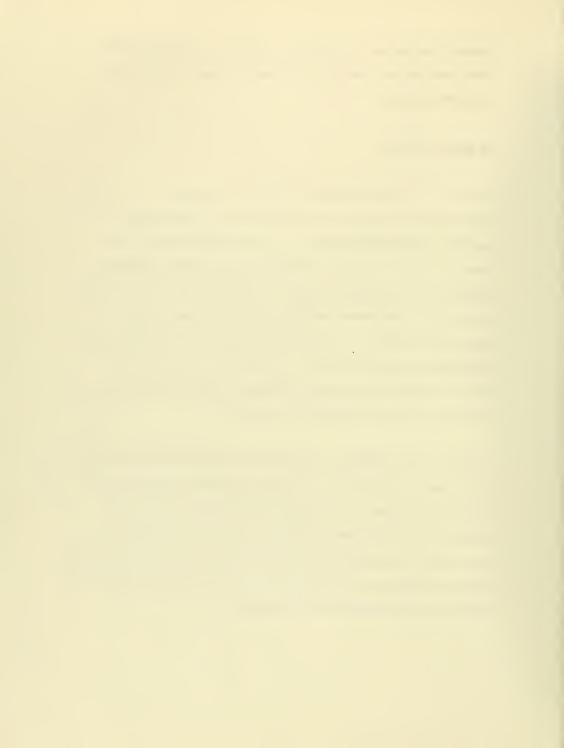


continents and nations unified into a community of nations through their shared medium of water in the seas and oceans of the world," says Lawrence Halprin.

The Memorial Stele

Dramatically juxtaposed with the fountain at the western side of the plaza will be an imposing 18-foot memorial stele incised with inscriptions commemorating the birth of the United Nations in San Francisco in 1945. (A stele is defined in The American Heritage
Dictionary of the English Language
as "An upright stone or slab with an inscribed or sculptured surface, used as a monument or as a commemorative tablet.") A stele is an unusually appropriate monument to memorialize the United Nations, since one of the most famous steles in history bore the Code of Hammurabi, Babylonian lawgiver from whose precepts many modern laws derive.

The stele, to be fashioned of polished black Canadian granite, will form a focus of the plaza as it is seen by people moving up Market Street from downtown. As a noble vertical element it will complement the varying planes and the rise and fall of the waters of the fountain. The vertical jets of water will echo its own verticality. People strolling over the two-acre plaza will experience a significant spatial tension between stele and fountain.



Memorial Inscriptions

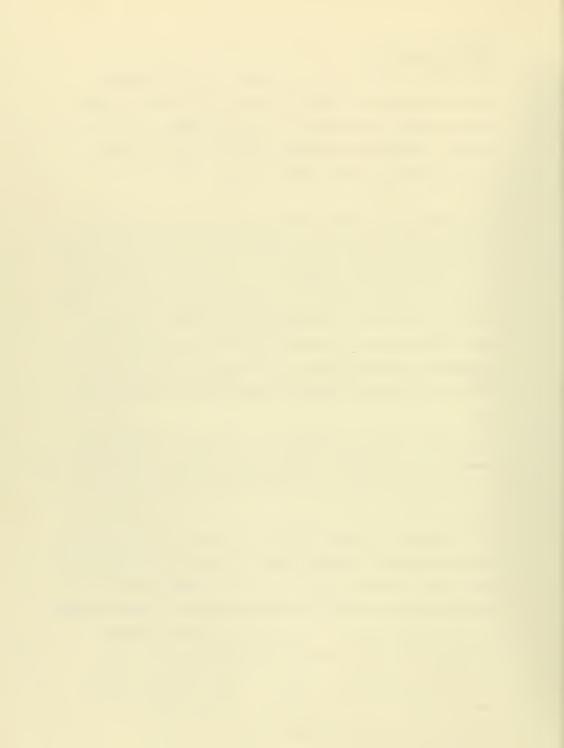
Both fountain and stele will be enriched by incised inscriptions chosen from appropriate historic documents, such as the U.N. Charter that was forged in San Francisco. These inscriptions will all be relevant to the founding and meaning of the U.N. and the concept of men and nations working together in peace.

The well-known San Francisco architect Ernest Born FAIA, who has consulted with the designers on the design of the inscriptions has written: "For cutting in granite, majuscules, in this situation, should not be less than 3 inches in height. All letters should be hand cut, not sand-blasted. Good letters for inscriptions are not found in any type face. Being hand cut, no letters, no shapes of the same letter can be identical, nor should they be. The foremost rule for spacing of letters is to achieve a rhythmically perfect harmony of letters and line.

"The effect on observer and reader can be profound and moving, when executed in an adaptation of Roman capitales quadrate, constituting:

'A monumental writing such as the world has not seen since.'

The inscriptions on fountain and stele will add an intimate dimension to the experience of the memorial space. They will "pull" the viewers/ participants into close relationships with the composition and communicate to them in significant terms the message of human cooperation for brotherhood and peace. They will also add texture, vitality, and depth to the granite surfaces of stele and fountain. The differences between polished stele and carved inscriptions, smooth and flowing water, unpolished granite, and incised fountain inscriptions will provide a richness of textures and tactile



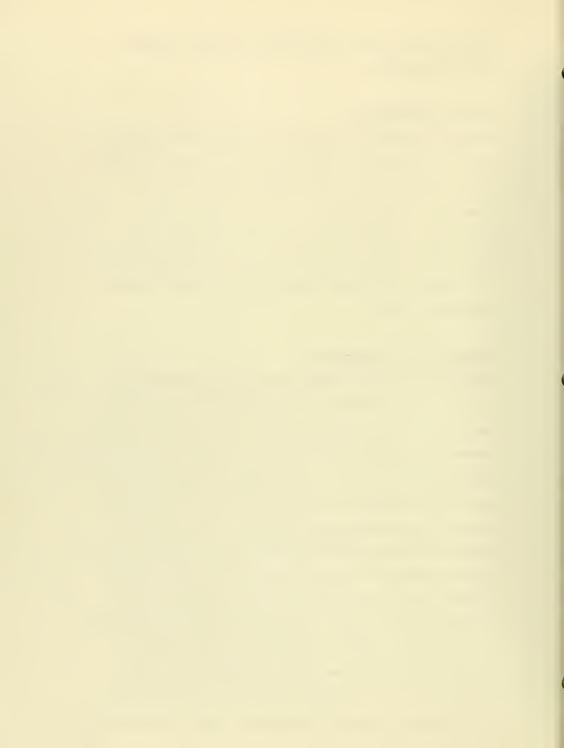
sensations that can give great pleasure to people visiting United Nations Plaza.

Granite Locational Bands

Adding to this "sense of place" will be granite bands embedded in the brick of the plaza in patterns radiating out from the fountain. Intersecting with these radial lines will be granite bands designating the longitude(126° 4' 17.4") and latitude (37° 45' 17") of the site. The crossing will be close by the black granite U.N. stele. These bands, by implication, will remind people that this plaza in San Francisco is part of the whole world that the U.N. seeks to serve.

Connections to Its Neighborhood

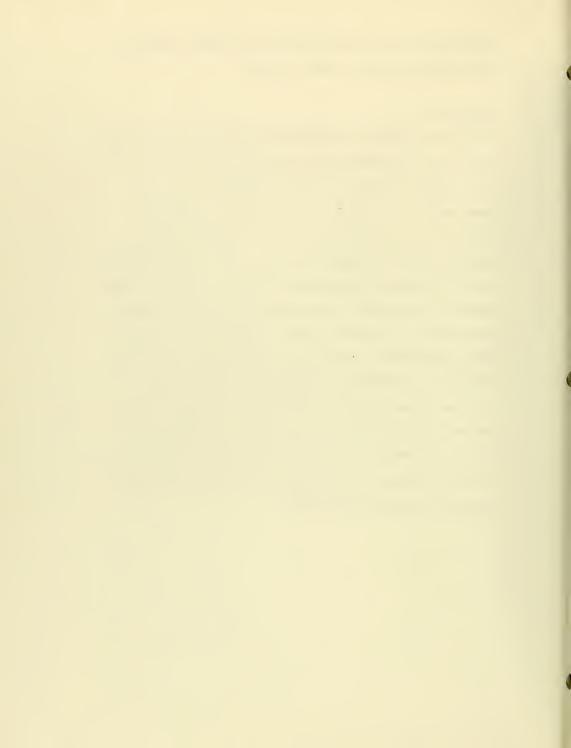
Extensions of the United Nations Fountain-Plaza environment will relate it to the surrounding area, and permit people to have easy access to it. Fulton Street has been closed to Hyde and is now becoming an elegant pedestrian avenue with benches, light standards, and generous tree planting. Here, people can stroll and sit between the new fountain-plaza and City Hall Plaza, with views of City Hall and surrounding civic structures. There will be a sensitive and appreciative relationship to the old Federal Office Building by Arthur Brown here, especially the southwest corner that will loom up behind trees as a backdrop for the fountain. Leavenworth Street has been closed for a block to MacAllister, and will form another pedestrian promenade, down which people will glimpse a perspective of the fountain framed by trees. On the Market Street side, the fountain-plaza has always been intended as the important terminus of the redesign of that major thoroughfare.



The building of the fountain will insure that such a terminus or 'focal point has enormous impact and vigor.

Materials

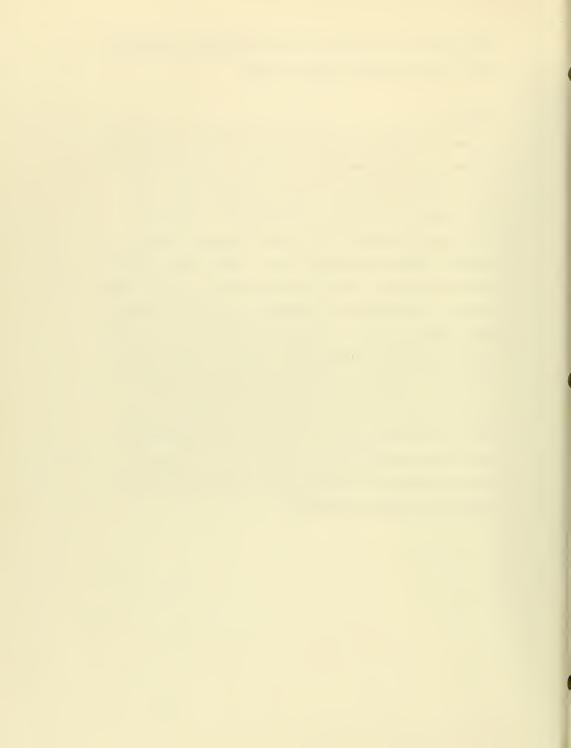
All materials used in the fountain-plaza dedicated to the United Nations will be complementary to those used on Market Street itself. Brick will surface the plaza, and granite will be the chief material - with water - of the fountain. Granite will also be used for street furniture such as benches, as well as curbings, edgings, and embedded strips. Other street furniture such as flagpoles and light stanchions will be of bronze. These materials are used both to correspond to the rest of the Market Street design, and also to reflect the imposing nature of the civic setting and the international organization that the place will honor. Sycamores will be the major trees here, with occasional accents furnished by holly oaks and poplars. With smaller plantings the trees will form gracious promenades and places where people can stroll, rest, and chat. From many vistas, plantings will frame and act as green backgrounds for United Nations Plaza and Fountain.



The building of the fountain will insure that such a terminus or focal point has enormous impact and vigor.

Materials

All materials used in the fountain-plaza dedicated to the United Nations will be complementary to those used on Market Street itself. Brick will surface the plaza, and granite will be the chief material - with water - of the fountain. Granite will also be used for street furniture such as benches, as well as curbings, edgings, and embedded strips. Other street furniture such as flagpoles and light stanchions will be of bronze. These materials are used both to correspond to the rest of the Market Street design, and also to reflect the imposing nature of the civic setting and the international organization that the place will honor. Sycamores will be the major trees here, with occasional accents furnished by holly oaks and poplars. With smaller plantings the trees will form gracious promenades and places where people can stroll, rest, and chat. From many vistas, plantings will frame and act as green backgrounds for United Nations Plaza and Fountain.





Sights of San Francisco

• Sidewalk preacher haranguing a captive audience of some 125 souls waiting for cable cars at the Powell Street turntable. Warning them of the fate awaiting the faithless, he shouts, "GO TO HELL AND YOU'LL BE THERE FOREVER!"—which most listeners must feel is sound advice for the speaker.

Market Street's tree lamps. Contractors have been installing 1,312 of them for the City and County for about \$275,000. They are supposed to illuminate 655 trees. Most of the lamps are in and have been tested — and many of them do not work. The Public Works Department insists that they all do before it gives its OK.

Each tree pit is to have two 175-watt, mercury vapor lamps under a thick, round grate. Ideally, part of the light will emerge and shine on the tree, assuming that the grate is not clogged with the butts, guin wads and other refuses that are regularly thrown in it.

Helping to decorate a corner of Market and New Montgomery Streets, a paper airtraft carefully constructed from a sheet of "Media Department Assignments" for an advertising agency across the big street. (It would have been more interesting seeing it

sailing down from the 25th floor.)

• Four - faced, \$17,000 street clock on a pedestal at Grant, O'Farrell and Market, another contract job for the City-County. The diary records these observations: FIRST VISIT—Two sides say 11:15 and two say 11:03 and 11:35. Actual time is 2 o'clock. Public Works says the clock needs to be "synchronized." SECOND VISIT—Hands bave been synchronized. All say 12:00. It is 12:00. THIRD VISIT—Hands still say 12:00. It is 1:25.

At Sansome, Sutter and Market, a similar, \$17,000 clock is being installed. A third such clock is slated for California-Drumm. (Maybe if they put in enckoo or Mickey Monse works we won't mind it so much if the clocks don't

keep time.)





By William S. Young

The rear view of the leaning Field Building as seen from the Stevenson street alley

A Stubborn Building

5-6-75

The Big Tilt on Market Street

The eight-story reinforced concrete rear of 745 Market treet's doomed Field Buildng made a stubborn lastninute bid to preserve itself s a landmark against a vrecking crew's onslaughts, ill yesterday and into the night.

By mid-atternoon - when horrisied city building nspector called a four-hour ialt to the work to reconsidr its method - the doughty Id structure had cracked Il around its sixth floor lev-I, and its top two stories vere learning crazily tovards Twin Peaks, 20 or legrees off plumb.

Fascinated passersby on larket street, between hird and Fourth streets. eld their breaths as they potted the eockeyed tower oised in the sky, evidently n the point of crashing to lot below.

But at 7 p.m., when the city - at a loss for some better method to suggest let the wreckers resume, it became clear that the reluctant ruin wasn't going to be had lightly.

The wreckers' crane, hulfing and pulfing at the building's rear on Stevenson street, hauled olf and swung its mighty reintorcedconcrete bludgeon against the askew parapet - producing only a pitiful little "whump" and no detectable destruction.

When darkness fell, an hour and a half later, wreckers and crane were still at it + "w h n m p." pause, "whmmp" -and all to show for it was the gradual pulvertaation of the sixth floor, with the tilting ton floors

The wreckers, from the N. D. Wesson Company of Fresno, expressed bafflement that the tower hadn't toppled, but determination to work on through the night if necessary.

And indeed, as midnight approached, the overtime crew-richer and more hasgard by the minutemanfully moved their rig around the parking lot to the Market street side, and continued womping away, to little noticeable avail.

It was the idea of toppling the two stories at once liat scandalized the building department into interrupting the proceedings during the afternoon, though the wreckers claimed that was how they do it in Fresno all the

The billding department

But they agreed to let work resume after the wrecking engineer, Walter Leach, was retrieved from an errand down the Peninsula to super-

The Field Building whose Market street frontage consists, or consisted. of a two-story section that was until lately occupied by Fireside Thritt - was ordered removed by the Redevelopment Agency to make way for the Yerba Buena Center.

It is, or was, a thin binIding, and hammering it with a sledge was supposed to have the same effect as tappung a nardboiled egg until it breaks

"The Trouble you run into, though, is the reinforcing steel rods," a worker said, "It's like trying to snap cel-



Market St. skyscraper damaged by bombs

Two bombs exploded last night on the 34th floor of a downtown skyscraper that houses the offices of the Treasury Department's Bureau of Alcohol, Tobacco and Firearms Control.

A spokesman estimated damage to the Tishman Building at First and Market streets at \$250,000 "conservatively."

But the only injuries were minor scratches suffered by one security guard from falling plaster and debris.

About the time of the blast, male callers phoned the Associated Press and United Press International to claim that the bombs had been placed by the Red Guerrilla Family.

UPI said it was told the explosions were retaliation for the "pig killing of Popeye Jackson," a former convict-turned-prison-reformer.

Jackson, 45, was head of the United Prisoners' Union. He was shot to death June 8, along with a 28-year-old teacher. Sally Voye, while sitting in a car in front of his apartment here. The murders have never been solved.

Although no one was hurt, five security guards were on the floor when the bombs went off, and a janitor actually held the devices in his arms just before they detonated.

Marlo Lopez, 44, considerably shaken after the blast, said he was lucky.

"I should not be alive now," he murmured. "My life begins anew."

Lopez explained he was cleaning the women's restroom and noticed two boxes in a waste container.

"It is my job to keep the place clean," he continued. "So I took them out and was taking them to the freight elevator to be picked up. They felt heavy, about 20 or 30 pounds.

"Then I noticed a paper taped across the top, saying, 'This is a bomb. Put it down immediately and eall police.""

Lopez said he notifed security guards and then went up to the 37th floor with other workers. He heard the boinhs go off at about 10 p.m.

"The damage was very extensive," reported Battalion Fire Chief William Favilla. "The main elevator was heavily damaged."

Police Sgt. Richard Racine

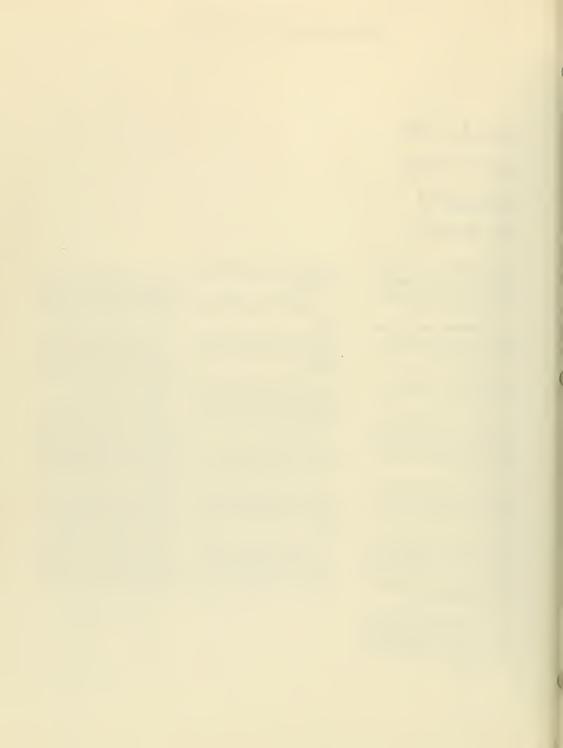
said the precise nature of the devices could not be determined immediately, but that a heavy smell of gunpowder lingered in the air.

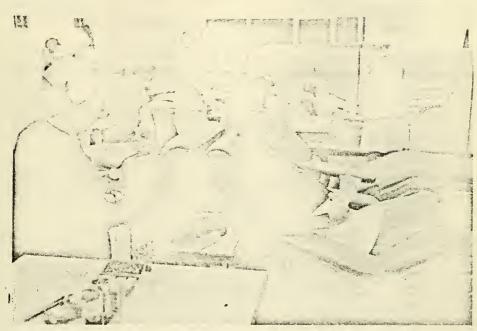
"It devastated the entire area, knocking acoustical tile out of the ceiling, knocking out windows on the south side, buckling doors, tearing locks out of doors and knocking out one bank of elevators," he reported.

The Red Guerrilla Family is the same group that claimed responsibility last March for the bombing of a huilding in the Berkeley FBI offices. It also claimed to have set a bomb that caused extensive damage to the Standard Oil Building here on April 4.

Police evacuated about 100 persons from the Tishman Building after the blast while they looked for additional explosives.

The huilding also houses offices of the U.S. General Services Administration and other federal agencies. FBI agents joined in the investigation.





Lifesaving takes all kinds

Back-to-back, nun and Playboy bunny. Worlds apart, but their blood's the same. That's why Sister Mary Anastasia Asturias of Presentation Convent and Playboy bunny Iris DeMarco became volunteer "inaugurd" donors when the new Downtown Blood Center of the Irwin Memorial Blood Bank opened Tuesday. The new facility, located in the Phelan Building at 760 Market St., has a mini-laboratory where donors can watch their blood being typed and tested. There'll also be contour chairs, hot coffee and donuts

to make the whole thing more relaxing. It will be open weekdays from 8 a.m. to 2 p.m., and appointments can be made by calling 567-6400. The main bank at 270 Masonic Ave. will continue 'seven-day service. The Irwin blood bank, a non-profit project of the San Francisco Medical Society, serves 52 hospitals. Outside The City, the bank has three centers covering an eight-county area. This year it needs 110,000 volunteer donors to meet the demand for blood. This is the Memorial Blood Bank's 35th year.



Elamine Kiday, Seconder 5, 1975

Alioto's pedestrian afternoon

By Dick Alexander

Mayor Alioto dedicated the Ben Swig Pavilion yesterday, inspected the Market Street De velopment Project and walked on water—in less than two hours.

The events began at noon in Hallidie Plaza af Powell and Market streets with a combined civic ceremony and gift-exchange program.

The pavilion, which will serve as The City's visitors information center when it opens in a few weeks, was made possible by a \$100,000 gift from the children of hotelman-philanthropist Swig.

Alioto was presented with the first brick laid on Market Street in the beautification program, a tieclasp from the Bricklayers Union and a key to the payilion.

The mayor promptly turned over the brick to City Librarian Kevin Starr for display in the Main Library and presented Swig with a medallion commenorating the spot where "the cable cars meet BART and Muni at Powell and Market."

Then with an entourage of city officials and the curious, Alioto walked from Powell to the Embarcadero, pointing out along Market the new trees, bus shelters, bike racks, street lighting and trash receptacles.

The mayor said he took the walk to show how much The City has accomplished since 1968, when so many other cities' downtown areas "have decayed."

Alioto then walked through Vaillancourt Fountain with water splashing about him and on the



ANYONE IN THE MARKET FOR A BRICK?
Mayor Alioto shows first stone in beautification program

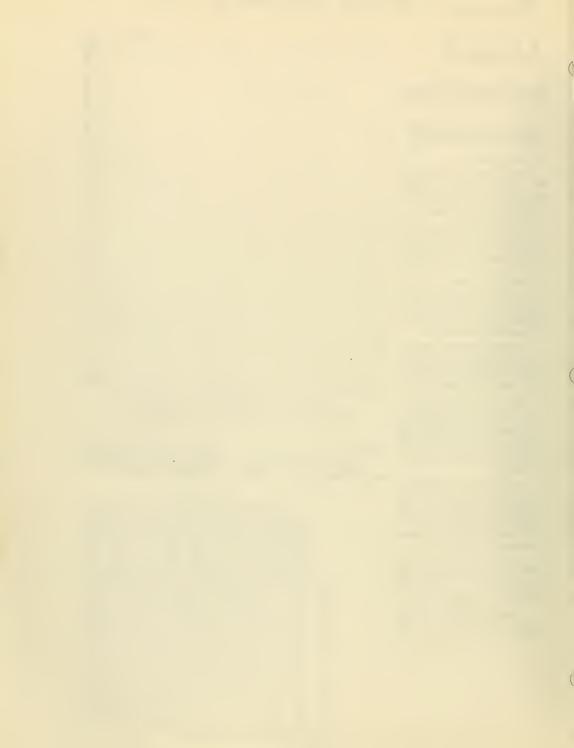
Examiner Photo by Gordon Stone

concrete slabs under his feet.

Asked whether this would be his last long walk as outgoing

mayor, Alioto replied: "No, I'm going to take a walk through the Tenderloin to show the people the streets are safe at night."

ONWARD: Last Thurs., Mr. Alioto led a triumphal march down The New Market Street in the latest example of his verve and nerve (what IS the Italian word for "chutzpah"?). He did it, he said, to demonstrate how much the city - translation; his administration - has accomplished since 1968 while other cities have "fallen into Se decay" ... Actually, Joe had about as much to do with The New Market Street as I did. Maybe even less, because I wrote warmly about the original plan, drawn up for SPUR by Lawrence Livingston Jr, in 1964 (Jue took office in January, '68); the brick sidewalks were then Mayor Jack Shelley's own idea ... The bond issue drawn up by the Shelley people to "beautily" Market for \$24.5 million was passed in the June '68 election, and yet, says Joe, "the \$25 (sic) million hasn't cost the city a dime." Correct, It's costing the taxpayers \$22.3 million, counting interest in floating the 15-year bonds.



Part I-Mon., Dec. 1, 19/5 Los Angeles Comes &

San Francisco's Market St. Gets Costly Face-Lift-but Critics Aren't Satisfied

BY DARYL LEMBKE

Times Staff Writer

SAN FRANCISCO-Bernard Averbuch gets very enbusiastic when he talks about making Market St. into ne of the world's great boulevards, rivaling the Champs Elysee in Paris, the Via Veneto in Rome or the Pasco de a Reforma in Mexico City,

Averbuch is executive director of the Market St. Develpment Project, an organization of businessmen and preprty owners. His group coordinated business participation n a \$34.5 million rejuvenation of the 110-foot-wide street,

nce the city's most glorious.

Over the last 50 years, Market has lost some of its best tores and become increasingly tawdry. Voters approved bond issue in 1968 to give it a facelift while a subway vas being built under it for Bay Arca Rapid Transit trains nd Municipal Railway streetcars.

Since subway construction began in 1967, Market has een constantly torn up, forcing pedestrians to weave hrough its exeavations like survivors of a bombing attack.

The streetear tracks still remain to be placed underground, probably in 1978, but the BART subway, and nost of the other work, is complete. From one end of lowntown to the other, a distance of 2.2 miles, Market St. s now lined with 700 sycamore trees and a new lighting ystem. The street also has two new large plazas and hree smaller ones, orick sidewalks, granite curbs, renoated statues, 35 granite benches, nine poster kiosks and a lety of other street "furniture."

The installations have been controversial because of

their cost. For example, the 150 bronze trash receptacles cost \$950 each. The 15 granite bicycle racks cost \$1,900 each.

Does all this now make Market one of the great Promenades of the world? Averbuch is cautiously optimistie, but there are other who say that the "new" Market is still disgustingly dirty and still has too many low-class

shops with a clientele to match.

"We're partway there, and there's no question that this street will receive international recognition as a great boulevard," Averbuch said. "This project is a textbook example of how a street can be renovated. If it had hanpened overnight, people would be coming from all over the world to see a modern miracle."

Just outside Averbuch's office, on Market at the Powell St. cableear turnaround, examples abound to both justify his optimism and to substantiate criticism of the project.

The 700 sycamore trees do provide an attractive canopy stretching in each direction as far as the eve can see. They are several years old, were grown in Sylmar and

cost \$250 each.

The 232 three-globe light standards, replicas of the ornate poles first erected along Market to create the Path of Gold for the Illumination Festival in 1916, cast a plea ant amber glew over the street at night. Their high-pressure sodium vapor lights are twice as bright as the old globes.

But a three-block section of Market between Powell ad 8th Sts, still doesn't look much like the good fairy had uched it with her magic wand.

A large, dingy old building across the street from the eablecar turnaround is vacant. It has been empty since the J.C. Penney store moved out several years ago. It is a dismal hulk dominating a corner that is one of Market's busiest.

Everywhere along Market's new, widened sidewalks, inlaid with 5 million bricks, the effect is also somewhat spoiled by wastepaper, wads of gum and other debris. Grime discolors the 95 granite benches and the glass roofs of the 27 bus stop shelters, each of which cost \$25,000.

Averbuch concedes that keeping the sidewalks clean is a problem. Rain is now the only real cleansing agent for Market's new furnishings, and in San Francisco, it obliges only in midwinter. Averbuch said property owners have resisted attempts to assess them to hire a sidewalk cleaning contractor.

Between Powell and 8th, Market is still dominated by low-quality estab-

lishments-a pawn shop, a "wig pal ace," a credit dentist, several pornographie bookstores, an x-rated movie house and stores displaying "stretch sox" on the sidewalk at three pairs for 99 cents.

While conceding that short stretch is still shabby, Averbuch elaims that the pinball areades, pornographie movie houses and second-hand shops have been reduced in number. And he points with pride to Embarcadero Plaza, the Hyatt Regency Hotel and a nest of high-rise buildings that have sprung up at the northeast end of the street near the Ferry Building.

To charges that the \$24.5 million in eity bond money and the \$10 million in federal funds was spent too lavishly, Jack Barron, project manager for a city transit task force that coordinated the construction, replies:

"We were given the charge to design and construct a street that would be world-renowned. The architects had to take into consideration that there is generally no city money for maintenance. We wanted this to look good for a long time, so

the materials are very durable. The street furniture is made of bronze, which forms its own patina over a scratch and heals itself, and of granite. Both materials require little maintenance, but they are expensive."

Gerald P. Cauthen, a senior engineer with the Municipal Railway, commented: "This street is the best that money can huy, but there was earelessness in spending and the disruption to business because of eonstruction shouldn't have been so

Theatrical manager Barney Gould, who tried unsuccessfully a few years ago to restore stage shows to the long-vacant Orpheum Theater on Market, deplored the decline in the quality of entertainment on the street. He said the major surviving movie houses show principally "violence" films that attract young people because families are afraid to venture onto Market at night.

"I feel that in improving Market, they forgot the people," Gould said. "They did a fine job on bricks, trees

and garbage cans, but they forgot that a major boulevard needs firstclass attractions. Market will never be anything until the first-class family trade is brought back to these

There is some hope by Market St. boosters that BART commuter trains, which began to run on week-

day evenings starting Triday, will provide a suburbanite clientele for theaters and restaurants at night. A "safety in numbers" feeling could reduce the fear of using the street in the evening.

Planner Larry Livingston, whose firm made a study of redeveloping Market in 1962, contended at the

time that the street had 'lost its prestige." He said he is now generally pleased with the improvements.

"If anything is wrong with the design, it is a little too rigid, a little too formal and joyless," Lavington said. "There's a place for formality and dignity, but also liveliness in a big eity."



S.F. Sunday Examiner & Chronicle, Dec. 7, 1975

Loser's portrait: Death on Market St.

By Dick Alexander

William T. Moore, 71, had been losing battles all his life.

He lost a son, William Jr., who was electrocuted while installing a television antenna.

He lost in marriage hecause of many losing bouts with the bottle.

He lost his freedom after killing his wife with five shots from a rifle.

He lost a leg while in prison.

And Friday he lost his life when the rear end of a hook-and-ladder fire truck skidded into a downtown San Francisco traffic island, killing three and seriously injuring three others.

William T. Moore went to work for Southern Pacific in 1937 as a brakeman. He eventually became a conductor on a freight train.

Moore and his wife, Dorothy, a registered nurse, lived in Cupertino. They had two sons, William Jr., an outstanding high school foothall player, and Rohert.

"We used to call him W.T. (for 'Wine Tank') Moore, because he drank so much," a longtime coworker said yesterday.

The co- worker, asked that his full name not he used, said Moore's older son was ashamed because his father showed up football games drunk.

In early 1956, William Jr., then 22, was electrocuted when he brushed against some power lines.

"He really had an excuse for drinking then," said Joe. "He drank heavier—made it so unbearable for his wife that she left. She went to work in Paso Robles as a nurse. Her brother was the mayor of

Paso Robles" Dr. Russell Gates, a dentist who died in 1957).

On Aug. 12, 1956, Moore pumped five shots from a .22 caliber rifle into his wife as she ran screaming from him at the main entrance at Paso Robles War Memorial Hospital.

The shooting was witnessed by Francis Wilson, the hospital administrator, who held Moore at bay with a shotgun until police arrived.

Police said Moore apparently intended to kill hinself after the shooting. A vial of strychnine and a whisky hottle containing a strychnine solution were found in his car.

"At that time, people were being gassed (in the state gas chamber) pretty regularly," Joe continued. "They talked him into copping a plea—told him he'd be out in seven years. He served 18 years."

Moore changed his plea to guilty of first degree murder from one of not guilty and not guilty by reason of insanity, the Associated Press reported on Jan. 10, 1957.

His left leg, injured in an auto accident years earlier, was annutated in a prison infirmary. Moore served time at San Quentin, Vacaville and the California Institute for Men at Clino, fromwhere he

was paroled last June 2.

Joe picked up the story from there.

" He came back around the railroad trying to find his old buddies. He was not drinking now, was clean, neat.

"But his past was still living with him as far as, the old timers were concerned. They shunned him—wouldn't have anything to do with him hecause they remembered him as a drunk—a had eeg."

On Nov. 29, he checked into the Drake Hotel, a near but inexpensive Tenderloin roomling house at 235 Eddy St. Moore checked out Dec. 2, according to the hotel manager, Mrs. Thakor Desai.

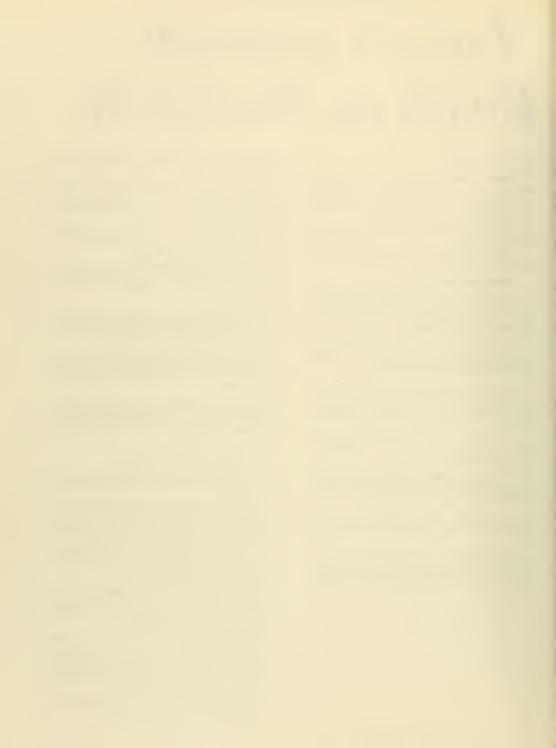
Three days later, William Thomas Moore was standing on the podestrian island at Sixth and Market streets when a fire truck came by heading for a trasbean fire in a florist's shop.

Moore's crutches landed 48 feet from each other. They were smashed.

Moore's surviving son, Robert, would be about 28 by now. Mrs. Retty Gates, widow of the Paso Robles mayor, said the last she heard of Robert was about 10 years ago—"in Idaho or Wyoming."

William T. Moore was to jened to San Francisco Parole Unit Number One when he died.

. He will not lose any more battles.



Morror on Markol Street

By George Draper

Three persons were killed and three injured yesterday when a fishtailing hook and-ladder fire truck jumped the curb of a crowded Muni traffic island at Taylor and Market streets.

The impact sent "bodies flying through the air like httle puppets," according to one witness, and was followed by a shocked silence.

The accident occurred at 1:06 p.m. as Truck Co. No. 1 followed by Rescue Squad No. 1 rolled west on Market with air horns and sirens sounding and red lights flashing.

They were heading for a minor wastebasket fire in a florist shop at Tenth and Market streets.

As the hook and ladder approached the traffic island, witnesses saw the end start swaying and sashaying and noticed tillerman Ray Dito "fighting for control."

The rear wheels of the big rig, which is 48 feet long, finally hit a chuck hole, jumped the traffic island curb, and swung the tail of the hook and ladder into

the pedestrians.

The people were trapped on the island by a high cyclone fence and had no way to escape or jump out of the way.

Hundreds of storekeepers, Christmas shoppers and pedestrians stood in shocked silence as the street was suddenly strewn with bodies.

Some of those hit by the fire truck were knocked out of their shoes. One old man's crutches lay shattered in the street. Pools of blood ghstened on the black pavement next to some of the bodies.

The west end of the cyclone fence of the traffic island was smashed and the rear tillerman's ladder of the fire truck was twisted out of shape.

Some of the crew of Rescue Squad No. 1 jumped down and started giving first aid to the injured as four ambulances converged on the scene.

One man, whose identity was

not known, was killed instantly when he was hit by the fire truck.

Angelina Moreno, 77, 0f 3358 16th street, died at the hospital of head injuries.

William T. Moore, approximately 65, address not known, died shortly after the accident of head and internal injuries.

Police blocked off Market street traffic from Fifth to Eighth streets and diverted traffic to Mission street. The road blocks were up for one hour.

Exactly what caused tillerman Dito, who joined the Fire Department in Octo ber, 1974, to lose control was under investigation last night.

Assistant Fire Chief Andrew Casper said the hook and ladder and the rescue squad had pulled out of their fire house at 416 Jessie street (behind the Old Mint) to respond to a florist fire at Grosvenor Plaza (formerly Fox Plaza).

The two trucks went on Fifth street to Market, then turned left on Market and headed west for

the fire, driving along the Muni tracks on the north side of Market street.

Chief Casper said Dito complained later that as he approached Taylor street, he had a sense that the rear wheels of the long rig were "freezing or locking or skidding" on the Muni tracks.

The chief said Dito fought for control for "about ten feet" when the whices hit the chuck hole, throwing the rear end of the hook and ladder up on the traffic island.

The hook and ladder, which came to a halt about 50 yards west of the accident, was under the command of Lieutenant Ken Miles and was driven by William Utikal.

Utical told police that as his truck entered the intersection, "I felt a slight tug on the right front side.

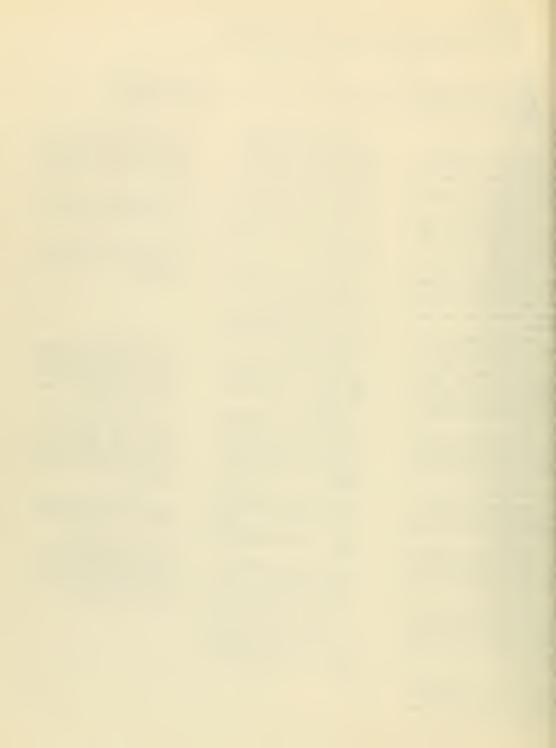
"I looked in the mirror and saw the rear of the truck had veered to the right. I stopped immediately."

The rear wheels of the 48-foot truck are steered independently of the driver by a tillerman, whose only communication with the driver is a horn. The tillerman has no braking capacity.

The vehicle's brakes are shoeand-drum type, augmented by a compressed air system. A city fire truck repairman said none of the four new ladder trucks had had brake trouble since arriving here in 1973.

Altogether, the fire department has 20 such aerial ladder trucks in service every day.

The truck involved in the accident, designated Truck No. 1, was carrying the prescribed crew of six—an officer, a driver, a tillerman, and three truckmen—all belonging to Truck Co. No. 1.



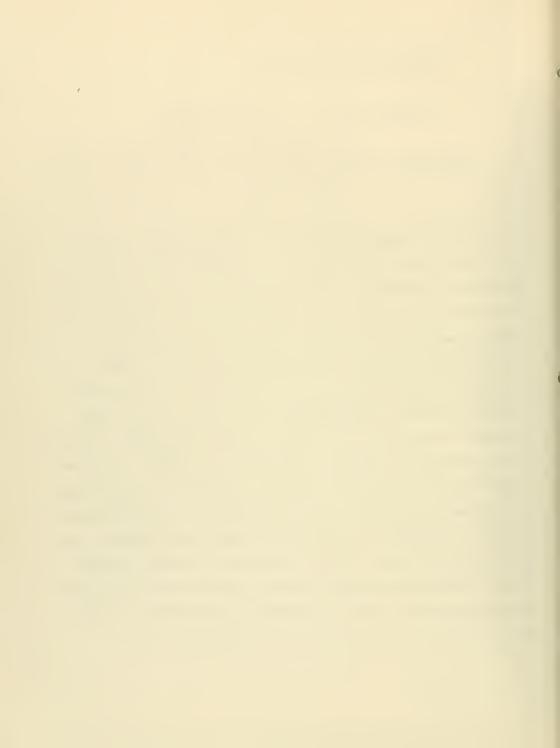
HERITAGE

THE ORPHEUM THEATRE...AN AVAILABLE RESOURCE

a report prepared by

The Foundation for San Francisco's Architectural Heritage
August 23, 1974

The Orpheum Theatre located on Market Street between Hyde and Fulton is one of San Francisco's last remaining movie palaces. It is a tribute to the days when Hollywood was king and the theatres were as extravagant as the film productions themselves. With plans developing for a Performing Arts Center to supplement the Opera House and other available San Francisco theatre facilities, Heritage finds it difficult to ignore the Orpheum. Standing as it does, adjacent to the Civic Center, with a seating capacity of approximately 2000, the Orpheum appears to give San Francisco an ideal opportunity. San Francisco has a serious need for a medium-sized theatre to house a broad range of productions that cannot be accommodated at this time. Neighborhood theatre groups, solo musicians, traveling ballet and performing companies have all expressed the need for additional in-city performing arts facilities. The Orpheum, restored and with expanded stage facilities, could readily meet this demand. With it we could follow the glowing example of Oakland's Paramount restoration: providing a much-needed facility at a cost far below that of new construction, preserving the enchantment of a bygone era, and utilizing an available resource and landmark-type structure.



Historical and Architectural Significance

The Orpheum was completed in 1926 as part of the Pantages theatre circuit by the chain's exclusive designer, B. Marcus Priteca. Its style is representative of the grand and romantic tradition of the movie palace era. Gothic architecture in Spain inspired Priteca; he found the model for the facade of the San Francisco Pantages Theatre in the Cathedral of León (begun 1255).

The interior was decorated by Tony Heinsbergen, a Dutch painter who complemented Priteca's love of intricate detail with a brilliant sense of color and texture. Heinsbergen, now 84, has had the satisfaction of seeing his own revival. He was a vital participant in the restoration of the Oakland Paramount which he decorated originally. His drawings, which toured in a Smithsonian-sponsored show, became the basis for an exhibit hung last year in the Oakland museum. The San Francisco Pantages theatre, now the Orpheum, stands as a particularly high tribute to the harmony of the Priteca-Heinsbergen association.

The San Francisco Pantages became the Orpheum in 1929 when Alexander Pantages sold the country's number two vaudeville circuit, which bore his name, to the number one Orpheum chain. Bowing to Cinerama as vaudeville bowed to moving pictures in the early 30's, the Orpheum was adapted to widescreen entertainment in 1953. The redecoration pointed out another development in motion picture history; the theatre building had lost its importance. The detailed wall surfaces were painted a flat pink and the interior lighting was greatly altered. Fortunately, the original ceilings and balcony undersurfaces were left and they speak for the theatre as it was and could be again.

Structurally, the theatre appears sound and is unaltered except for the marquee and Cinerama booths. None of the ornamental work has been destroyed.



Adaptation, Restoration and Uses

The renovation of motion picture theatres for the performing arts brings the cycle to where it began on the vandeville stage. The Orpheum's vaudeville beginning gives it two outstanding advantages in design due to the fact that vaudeville did not utilize microphones: the theatre has a short, broad house (seating area) and, according to one accoustical engineer, perhaps the best accoustics of any theatre in Northern California. The seating design provides excellent viewing from virtually every seat on the main floor and the two balconies; the accommodations for the theatre audience are more intimate and comfortable than other comparably-sized San Francisco theatres. Neighborhood theatre groups, visiting companies and dance groups, or for that matter, almost any type of production outside of the San Francisco Opera and the San Francisco Symphony (which require a seating capacity of at least 5000 for regular performances as now scheduled) would find that a renovated 2000-seat. Orpheum provides a major performing arts facility which simply does not exist in San Francisco at this time.

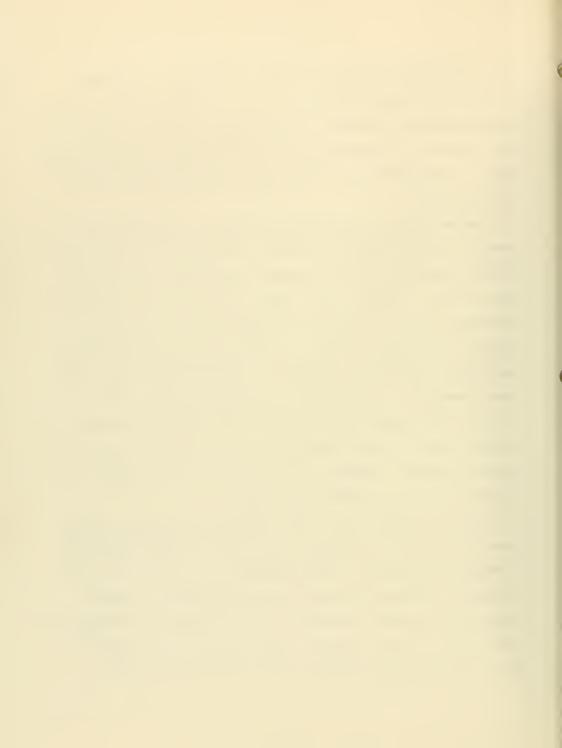
Plans for the renovation and adaptation of the Orpheum also include expansion of the stage and support facilities. The current 30-foot working depth, suitable for vaudeville but cramped for regular productions, would be expanded to 40 feet, a figure deemed adequate for medium-range productions from opera to dance to legitimate theatre and musical performances. The proposed expansion also would provide an additional 40 feet of backstage area with full basement for dressing rooms, stage access, shop and prop space and expanded access from the side stage areas. Expansion as planned on the Market Street side of the backstage area would provide a full basement as well as first floor rehearsal space and two floors above for office space.



The planned addition would be a structurally-independent adjoining new building, alleviating the need for major structural change in the present Orpheum building and corresponding changes dictated by current seismic code requirements. Public safety requirements would remain unchanged as the capacity of the theatre would not be enlarged from its original 2000-plus seating capacity.

Complete cosmetic and decorative restoration of the Orpheum also is proposed in the preliminary plan, allowing present and future theatre-goers a special opportunity to enjoy the grandeur and splendor of theatre-going from a past era. New seats, paint, carpets and furnishings in the lobby and lounges as well as in the auditorium will restore the original charm obscured by the Cinerama conversion. Lighting, sound and grid (curtain and counterweight) systems will be upgraded to the benefit of the audience and future productions. A restoration of the orchestra pit (perhaps with a removable cover to provide a thrust stage) and provisions for a removable orchestra shell will expand the potential for musical as well as legitimate theatre productions. Improvement of the restrooms and some changes in the mechanical systems will provide further comfort.

Exterior restoration will include replacement of the present marquee. Facade work on the Hyde and Fulton Street sides will be undertaken in order to complement the planned U.N. Plaza pedestrian mall. This will also mean, at long last, execution of Priteca's original design plans to construct facades of the building in recognition of extant and proposed structures and overall design of the Civic Center. Attention to the parapet detail will insure the future of the building's ornamentation and exterior charm.



Costs

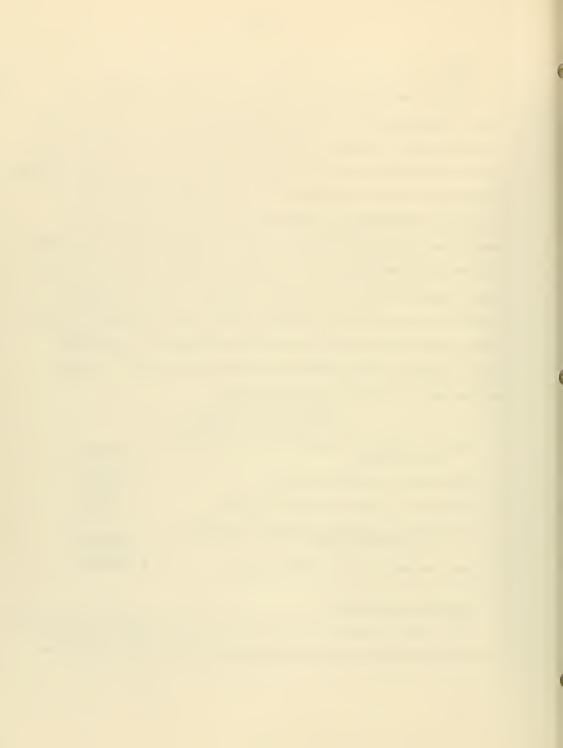
Projected total costs for the proposed work include purchase of the Orpheum Building, purchase of three additional lots for the expansion of the stage and support facilities, and demolition of two existing structures. The estimated total cost figure also reflects all restoration, including mechanical, and structural work on the existing and additional facilities as above described, plus contingency, overhead, profit (for the contractor) and architectural (and other) consulting fees. The total financial outlay could be eased by performing the work in two phases: Phase I, restoration of the extant Orpheum facilities, and Phase II, expansion of stage and support facilities. All of the work included has been based on consultation with and study by local professionals in the fields of architecture, engineering, theatre expertise, urban planning and design, and real estate. The total cost estimate is \$ 7,025,000 at present prices.

Simplified Cost Breakdown

Orpheum property plus additional land acquisition and clearance	\$ 2,785,000
Restoration of existing facilities	2,000,000
Expansion of stage and support facilities	1,129,000
Contractor's contingency and profit, overhead, and professional fees	1,111,000
TOTAL ESTIMATED COST (@ today's prices)	\$ 7,025,000

Summary and Conclusions

The Orpheum represents a fine opportunity for San Francisco to demonstrate that the past can be utilized to the advantage of the future. The cost of



the proposed changes to the theatre is far below that of a comparable new facility. That is, of course, assuming that the craftmanship and quality of the Orpheum could be duplicated in today's market.

Rental income from the approximate 50,000 square feet of office space contained within the Orpheum Building provides additional incentive for development of the Orpheum Theatre.

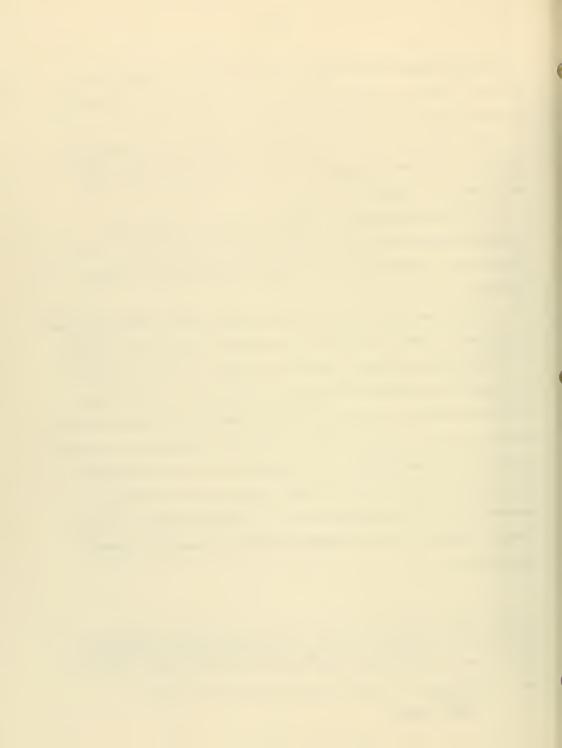
The BART Civic Center station nearing completion at the Fulton-Leavenworth-Market intersection provides direct and central access to the theatre and it eliminates the need to provide costly additional parking facilities.

A refurbished Orpheum would assist in stimulating post BART-construction life on Market Street and would add to the variety of Civic Center activity.

The Orpheum is available, adaptable and eminently usable to strengthen
San Francisco's inventory of performing arts facilities. In these times,
as San Franciscans are taking stock of their city's irreplaceable architectural
heritage, as well as looking forward to the continuing vital role of our city's
cultural life and capabilities in the performing arts, the Orpheum stands out
as a strong link with the past and a great opportunity for the future. To
consciously miss this opportunity would be a substantial mistake. Heritage
strongly urges civic action and support for the development of a renewed
Orpheum Theatre.

Prepared by The Foundation for San Francisco's Architectural Heritage. August 1974; with thanks to the many local professionals in the fields of real estate, urban planning and design, architecture, engineering and theatre expertise who contributed their knowledge and experience to this report.

Contact Ellen Lipsey for further information -- Heritage, 441-3000.





THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE 2007 FRANKLIN STREET • SAN FRANCISCO, CALIFORNIA 94109 • (415) 441-3000

THE ORPHEUM THEATER: AN OVERLOOKED RESOURCE

Heritage has prepared and distributed a detailed rert compiled by Ellen Lipsey, our administrative coordinator, on the feasibility of revitalizing the Drpheum Theater on Market Street between Hyde and Fulton. The theater is one of San Francisco's last remaining movic palaces and is a monument to the heylay of mass entertainment. With proposals being made for a Performing Arts Center to supplement the Opera House and other facilities, Heritage wants to

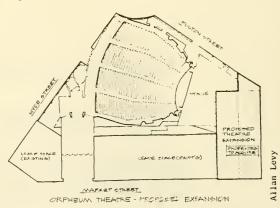
focus attention on the Orpheum as an available, but verlooked, resource.

djacent to the Civic Center and a new BART station, and with a seating capacity of about 2000, the Orheum should be refurbished and given a new life. A restored and improved Orpheum could meet the real leed for another medium-sized theater to house neighborhood theater groups, solo musicians, traveling allet and other companies. Oakland's much-acclaimed 'aramount Theater restoration proves that such ideas are both economically and aesthetically sound.

he Orpheum was completed in 1926 as part of the Panages theater circuit and was designed by B. Marcus riteca. It is representative of the grand vaude-ille/movie palaces of the time. Priteca modeled he facade on the Spanish Gothic Cathedral of Leon egun in 1255. The interior was designed and decrated by Tony Heinsbergen. Mr. Heinsbergen, now 4, has had the satisfaction of seeing his work rently rediscovered and recognized. The Smithsonian stitution sponsored a show of his drawings which oured the country last year.

he S.F. Pantages became the Orpheum in 1929 when lexander Pantages sold the number two vaudeville ircuit to the number one Orpheum chain. Vaudeville ave way to movies in the 1930's, and movies were upplanted by Cinerama in 1953. At that time the etailed interior wall surfaces were painted pink at the interior lighting was greatly altered. Formately, the original ceilings and balcony undergraces were left "unimproved". The building is tructurally sound and is basically unaltered except or the marquee and Cinerama booths. Little of the laborate ornamental work has been lost.

nterestingly, the renovation of movie houses for ne performing arts brings the cycle of mass enterninment back to where it began: the live stage. Ne Orpheum's vaudeville beginnings give it two impresent advantages due to the fact that vaudeville id not use microphones: the theater has a short, road house (seating area), and, according to one coustical expert, perhaps the best accoustics of by theater in Northern California. The seating ny-out provides excellent viewing from virtually wery seat. The accommodations for the audience are the intimate and comfortable than in other comparnie S.F. theaters. The Orpheum also boasts one of finest theater organs left in Northern CaliforThe renovation and adaptation of the Orpheum would have to include the expansion of the stage and backstage areas. This could easily be done by purchasing the three adjoining Market Street lots. Exterior

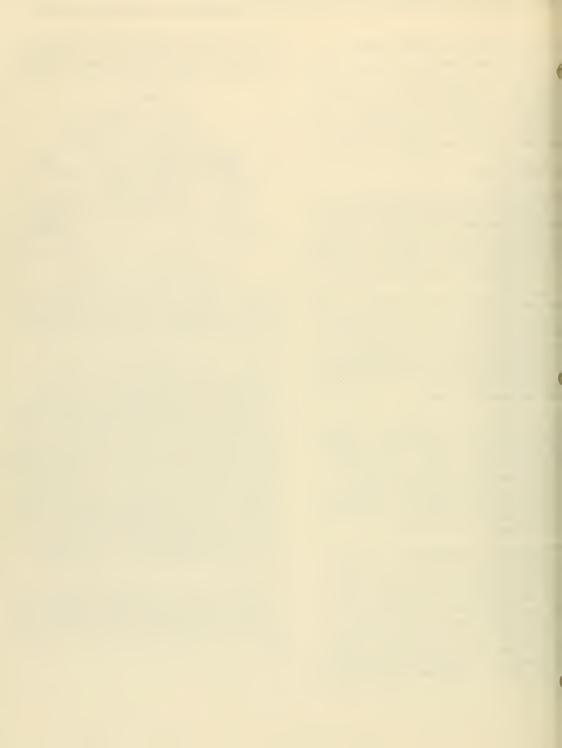


restoration should include the replacement of the marquee and the facing of the Hyde and Fulton Street facades to complement the planned U.N. Plaza on that side of the building. (Priteca's original plans had included facing those walls to harmonize with the Civic Center.)

Heritage's detailed proposal for the re-use of the

Orpheum was prepared with the generous help of many local professionals in the fields of real estate, urban planning and design, architecture, engineering, and theater expertise. The proposal estimates that the Orpheum could be expanded and restored for a little more than \$7 million, far less than the cost of building a new facility. This estimate includes the purchase of the adjoining properties. The work could be done in two stages: Phase I, the restoration of the existing facility, and Phase II, The expansion of the stage and support areas to the east. Rental income from the 50,000 square feet of office space within the Orpheum Building provides an additional economic incentive for the retention of the Orpheum. The immediately adjacent BART Civic Center station and the Civic Center Garage would provide both access and parking at no additional cost. The revitalization of the Orpheum would bring variety and life to the Civic Center and contribute to the improvement of Market Street.

The Orpheum Theater is available, adaptable, architecturally interesting, and needed. Heritage strongly urges action and support for the retention and reuse of the Orpheum before it goes the way of the late and lamented Fox Theater which used to be its neighbor



Guy Weight

Our pleasure palace

Richard Reineccius wants to save San Francisco \$80 million, if anyone is interested.

The \$80 million he wants to save is the \$90 million Mayor Alioto wants to spend for a fancy pleasure palace — excuse me, a center for the performing arts.

Who is Reineccius to cross swords with Mayor Joe? Well, he's the head of a group called the Community Coalition for the Arts, strictly a lightweight in the City's power structure.

The big-money boys are all on Alioto's side, although it isn't their own money that they want to spend, of course.

In terms of political muscle it's no contest. But when a man offers to save us \$80 million, maybe we should at least listen.

Proponents of the pleasure palace say we need it to accommodate symphony concerts, ballet performances and all those touring cultural attractions that otherwise will pass us by.

Reineccius enjoys a spot of culture too. But he doubts that splurging on fancy buildings is the best way to nourish the arts.

Reineccius believes we have an opportunity to encourage culture and solve another problem at the same time.

San Francisco, he observes, is beautifying Market Street — but for what? So far there isn't any THERE there. The yellow brick road led to the Land of Oz, but Alioto's red brick sidewalk leads mostly to schlock shops, hot dog stands and porno houses.

What M thet Street needs, if it is to fulfill our dream of a grand boulevard, is some attractions to bring out the carriage trade.

By happy happenstance there are three thenters on Market Street which, with a bit of renovation, could accommodate those cultural events so dear to the hearts of the pleasure palace pushers. That is the gist of the proposal by Reineccius and his fellow coalitionists, with the filip that renovation would cost a lot less than a brand new performing arts center.

The most logical choice, they say, is the Orpheum, dedicated in 1926 by Mayor Sunny Jim Rolph, its interior designed by Anthony Heinsbergen, who also designed 740 other theaters throughout the U.S. in his 60-year career.

Acoustically near-perfect, with a 50-by-33 foot stage that can be enlarged without affecting sightlines, the Orpheum can seat 2200 people.

There's also the Warfield, which was built to accommodate stage performances and is convertible into a specialty house for ballet, concerts and the like. Opened in 1922, it had an original seating capacity of 2600.

The Golden Gate Theater, also of 1922 vintage, is restorable to its 2400-seat heyday, when Major Bowes, Eddie Cantor and later Sammy Davis Jr. played its stage.

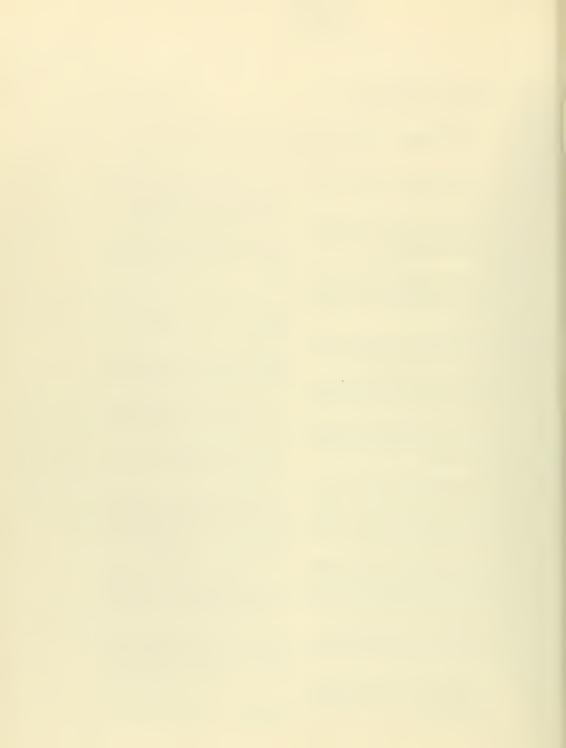
Reineceius and his group say all three theaters could be restored for a fraction of what the Palazzo Alioto will cost.

How much is that? Well, the estimates are awfully rubbery, bouncing all the way from \$20 million to \$100 million, depending on who is guessing. For a similar center Denver recently issued \$50 million worth of bonds, which is the sum Reineceius adopted as the likely cost for San Francisco.

Voters here refused to put up bond money for the palace several years ago. Now its partisans are pushing a bond deal that won't require voter approval, although it will put them in bock.

Since renovating theaters is one of the few things I'm not an expert on, I can't vouch for the feasibility of Reineceius' proposal. But if there's a chance to give Market Street a touch of class and save money too, I'm for it.

Besides, I get sore when the City's power clite funnels its way around the will of the people.



Ballet moves to Orpheum, Symphony mulls losses

By Alexander Fried

The San Francisco Ballet, to reduce the disaster it is suffering from the Muni strike, is rescheduling four performances of its season's Program 5, offering ballets that use music of Stravinsky.

They will take place not in the Opera House but in the renovated Orpheum Theater at Market and Hyde Streets.

Performance dates will be Saturday, April 10, at 8:30 p.m., Sunday, April 11, at 2:30, and Tuesday and Thursday at 8:30. Ticket holders will be admitted with tickets dated April 1 (for April 15), April 3 (for April 10), April 6 (for April 13) and April 11 (for April 11).

Incidentally the performances will be a key test of how ballet and other events may fare in the 2.360-seat former movie house, as against the Opera House with its larger stage and 3.250 seats.

For lack of a full-sized orchestra pit in the Orpheum, the San Francisco Ballet will need only smaller orchestral ensembles for Stravinsky's "Danse Concertantes" and "Pulcinella Variations," but use taped music for "Agon" and the "Four Norwegian Moods" pas de deux.

The company hopes to get back into the Opera House for further performances beginning April 25.

On another cultural front in the strike crisis, also centered in the Opera House, the San Francisco Symphony as of yesterday anxiously continued to mark time.

According to manager Joseph A. Scafidi, conductor Seiji Ozawa is "concerned, dismayed, annoyed by upsets in the concert schedule, but he's taking it all philosophically.

"This is the third time in five years the Symphony has been caught in a tangle of municipal shutdowns, not the Symphony's own labor relations.

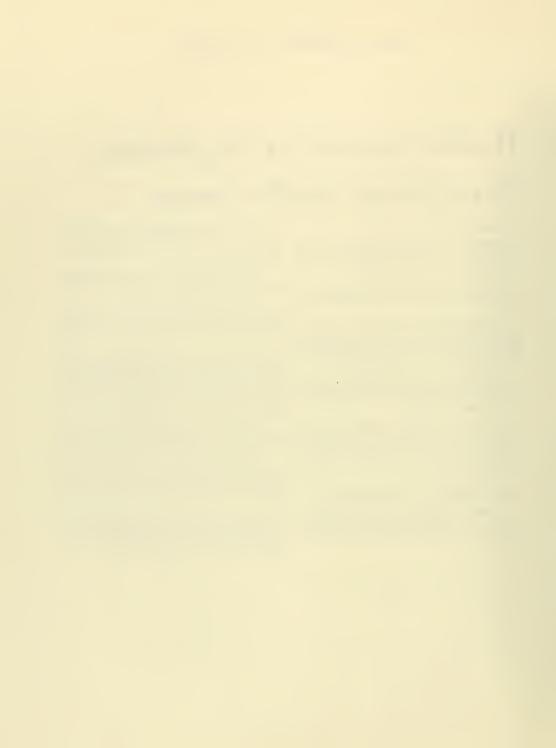
"We are up against a horrendous financial problem. Extra deficits beyond what we budgeted in advance may jump to \$100,000 and more if the strike goes on.

"It all comes at the worst time. We were counting on maximum attendance for Ozawa's concert weeks. But this week alone we are losing the income of four sellout performances, three in the Opera House and one in UC's Zellerbach Auditorium. We are crippled by the strike. Our office in the Veterans Auditorium is open, but we can't play, we can't rehearse."

To salvage a difficult situation the Symphony Association is hoping ticket buyers will donate what they have paid for seats, instead of asking for refunds.

By normal contracts, Symphony players don't receive pay for work lost in the strike. "We don't pay guest artists fees either," said Scafidi, "though we pay for transportation and local costs once the artists get here.

"We'll have to make extraordinary efforts in all directions to raise funds and meet Symphony costs right after we've taken on increased communents in our new union contract with the musiciaus."



Can the Orpheum make it

the old girl yet.

The Orpheum Theater, built originally as a vaudeville theater, may once again hear the sounds of live performance, if a local conservation organization has its way.

The Foundation for San Francisco's Architectural Heritage wants to revive the theater - possibly as a new center for the performing arts - and has prepared a report outlining the theater's possibilities.

With plans developing for a Performing Arts Center to supplement the Opera House and other available San Francisco theater facilities. the report says, "Heritage finds it difficult to ignore the Orpheum. Standing as it does, adjacent to the Civic Center, with a seating capacity of approximately 2000, the Orpheum appears to give San Francisco an Ideal opportunity."

"San Francisco has a serious need for a medium-sized theater to house a broad range of productions that cannot be accommodated at this time," says Ellen Lipsey, Heritage's administrative coordinator, who headed the team of realtors, urban planners, architects and theater experts who prepared the report.

"Neighborhood theatre groups, solo musicians, traveling bailet and performing companies have all expressed the need for additional In-city performing arts facilities.

"The Orpheum, restored and with expanded stage facilities, could readily meet this demand. With it we could follow the example of Oakland's Paramount resto-Dration: providing a nuichneeded facility at a cost far below that of new construction, preserving the enchant-

There may be life left in ment of a bygone era, and utilizing an available resource and landmark-type structure." she savs.

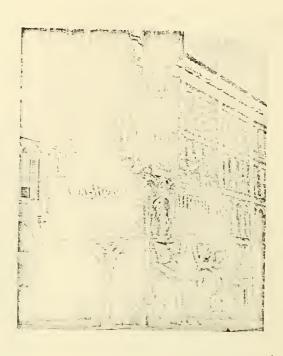
> The Orpheum was completed in 1926 as part of the Pantages theatre circuit by the chain's designer. B Marcus Phiteca. It's style is representative of the romantic tradition of the movie palace era. Gothic architecture in Spain inspired Priteca; he found the model for the facade of the San Francisco Pantages Theatre in the Cathedrai of Leon (begun 1255). The interior was decorated by Tony Heinsbergen, a Dutch painter.

> . The San Francisco Pantages became the Orpheum in 1929 when Alexander Pantages sold the country's number two vaudeville circuit, which bore his name, to the number one Orpheum chain. Bowing to Cinerama as vaudeville bowed to moving pictures in the early 30's, the Orpheum was adopted to wide-screen entertainment in 1953. The redecoration pointed out another development in motion picture history; the theatre building had lost its impor-

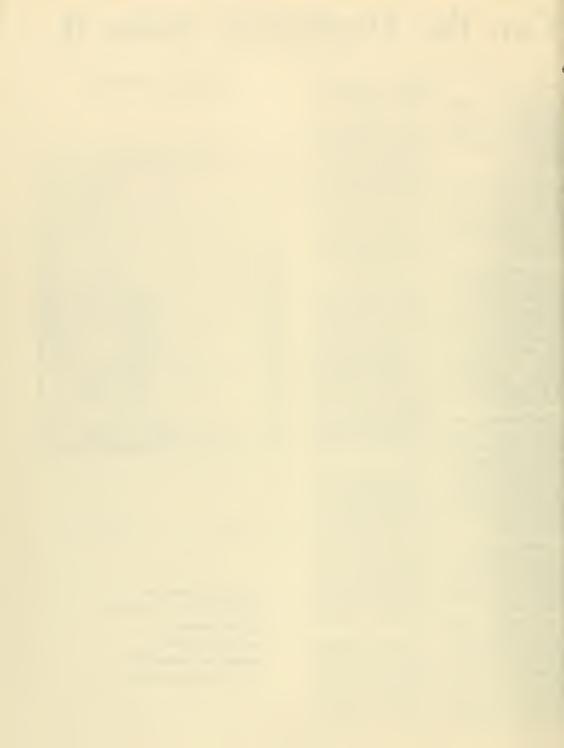
> The detailed wall surfaces were painted a flat pink and the interior lighting was greatly altered. "Fortunately, however, the report says, "the original ceilings and balcony undersurfaces were left and they speak for the theatre as it was and could be again. Structurally, the theatre appears sound and is unaltered except for the marquee and Cinerama booths. None of the ornamental work has been destroved "

> The Orpheum's vaudeville beginning gives it two advantages in design for live performances, the Heritage report says, due to the fact that vaudeville did not utilize microphones: "The theater has a short, broad seat

Sunday, November 10, 1974



'The Foundation for San Francisco's architectural Heritage wants to revive the theater possibly as a new center for the performing arts."



ing area, and the seating deland provides excellent viewing from virtually every seat on the main floor and the two balconies; the accommodations for the theater audience are more inti-

mate and comfortable than other comparably-sized San Francisco theaters.

"Neighborhood theater groups, visiting companies and dance groups, or for

that matter, almost any type of production outside of the San Francisco Opera and the San Francisco Symphony (which require a seating capacity of at least 3000 for regular performances as

now scheduled) would find that a renovated 2000-seat, Orpheum provides a major performing arts facility which simply does not exist in San Francisco at this time."

Heritage's plans for the renovation and adaptation of the Orpheum also include expansion of the stage and support facilities. The current 30-foot working depth, suitable for vaudeville but cramped for regular productions, would be expanded to 40 feet.

The proposed expansion also would provide an additional 40 feet of backstage area with full basement for dressing rooms, stage access, shop and prop space and expanded access from the side stage areas. Expansion as planned on the Market Street side of the backstage area would provide a full basement as well as first floor rehearsal space and two floors above for office space.

Complete cosmetic and decorative restoration of the Orpheum is also proposed in the preliminary plan," allowing present and future. theater-goers a special opportunity to enjoy the grandeur and splendor of theater-going from a past era. New seats, paint, carpets and furnishings in the lobby and lounges as well as in the auditorium would restore the original charm obscured by the Cinerama conversion," the report says. Lighting, sound and curtain systems would be upgraded and a restoration of the orchestra pit and provisions for a removable orchestra shell would expand the potential for musical as well as legitimate theater productions. Improvement of the restrooms and some changes in the mechanical systems are also proposed.

Projected total costs for the project (including aquisition, restoration and expansion, 1s \$7,025,000 — at today's prices.

Exterior restoration, under the proposal would include replacement of the present marquee. If a c a d e work on the Hyde and Fulton Street sides would be undertaken in order to complement the planned U.N. Plaza pedestrian mall.



UTIL OF POINTONT S.F. Evantiur-Page 23

to revive the Orpheum

By Mildred Hamilton

"We are come to light up Upper Market," promises William J. Zwiste, who put down his coff clubs and took off his retirement button to get back in the impresario business.

Evidence of his comeback is all around him at the Orpheum, in the exciting midst of its rebirth as a legitimate theater.

An upholsterer busily recovered seats in one corner of the lobby. Workmen ran new wires across another. Stagehands and actors created a hubbub. Phones in the office rang with misstence. The outside box office staff handled a line of ticket seekers.

The marquee and the big bright posters proclaimed the happy news, "Raisin," Broadway hit and Tony winner as the best musical, opens tomorrow for two weeks, And Zwissig, the man responsible for the opening of the third legitimate theater in San Francisco and for the return of spotlights to Market and Civic Center, had a grin as wide as the Orpheum stage.

Zwissig, a power in the local theater world for 45 years until his 1971 retirement, has happily plunged back into show business. "A lot of my friends have told me, "You're crazy,"

His hazel eyes sparkled as he said, "I don't think so. I am concerned about legitimate theater. I love it, I want to see it grow and I thought it was time someone did something. I was also told I was crazy to present a black show, but I see a great future here. The blacks are coming into their own as far as the theater is concerned and I am proud to be a part of this kind of local growth."

Zwissig's grin grew as he led a quick tour around the ornate house that opened exactly 50 year ago as the Pantages Vaudeville House. "The acoustics are marvel-

ous and you couldn't duplicate this building today for \$20,000,000. This can be the answer to all those shows bypassing San Francisco because ACT has the Geary, the Civic Light Opera the Curran and the Symphony and the opera tie up the Opera House."

Silver-haired dapper in a gray striped suit with laughter wrinkles around shrewd eves and ears attimed to the box office cash register. Zwissie is backing his investment graphle? On his own impressive experience He naide his first theatrical investment in "Song of Norway" and over the years has enjoyed several Standing Room Only hits.

"Katherne Corvell Helen Hye, the Lants You name them and I had it at a Photon those golden years Now Lam tender, it I have use on the apsenumanty of Broadway howes, are reopening People are ready for quality to fingula theater.

He went into the the initial world out of O khald Technold H. In School He first blow, with the Lit Peter Context. By Archimach 1997, the first context and there is a first bloom of the first When Little in the first of the first When Little in the first of the first Hills and the first hill hill hill hills and the first hill hill hills and the first hill hills and the first hills and the first hill hills and the first hill hill hills and the

He was in the thick of San Francisco's lively theatrical world. "The fall guy when 10,000 people wanted tickets for 'South Pacific' in 1952—a lot of them claiming to have been my best friend in the fourth grade." In 1957 when 6,000 people started lining up on a Saturday might for the 10 a.m. box office opening for "My Fair Lady," tickets, Zwissig got his staff out at 8 a.m. and then he ordered coffee and served it to the waiting crowd.

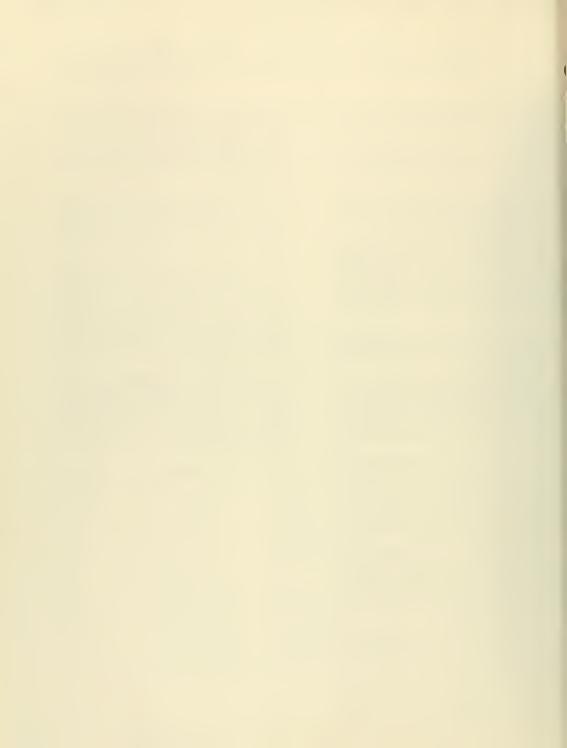
He looks at the Orpheum with a mental image of that kind of return act. "The stage is 50 by 33. With some technical improvements to the grid, we can hau any of the big new shows. I am convinced this theater has a great new future." After the opening vaudeville,

it had movies and in 1953 was turned into a Cinerama theater for 10 years. Recently it has been dark and dusty, "but it is beginning to look like a theater again."

During Zwissig's theatrical intermission, he tried raising rice on his Marysville ranch, hunted some, fished, got his golf handicap down to 12. But he had been a member of the original committee of the late Justin Herman planning a Yerba Buena with two legimate theaters and he had watched the original Rockeller Embarcadero Center interest concept for two legitimate theaters.

"We don't have either. I doubt with today's inflated prices anyone will build. I kept looking at the Orpheum. My theatrical connections in the East say, 'You get the theater. We'll get you the shows.' It has cost a pretty penny. It has absorbed me day and night and homework, but if I don't do anything else, I can contribute here to the culture of San Francisco. And I'm back in show business."





A Chilly Ceremony

S.F. Leaders Go Underground

By Kevin Wallace

"We've got to wait anyway our star, Virginia Capers, is lost somewhere," an aide for last night's Orpheum Theater opening of "Raisen" advised the wretched little band of frozen, soaked civic dienitaries at the foot of Fulton street yesterday.

They were supposed to be dedicating United Nations Plaza, an unfinished \$2.5 million area of paving bricks and lighting standards.

But noonday's thunder and hailstorm had struck first.

So they adjourned to wait—and to huddle for warmth with six withos and two travelers from Daly City—in the cryogenic chill of BART's yast, empty, unheated, wind-lashed U.N. Plaza station, underground.

Instantly, Supervisor Dianne Feinstein pounced on Mayor George Moscone for doing away with the supervisors' traditional cut flowers from the Park and Recreation Department.

" I didn't," responded the mayor, shaking his head wildly for emphasis and warmth, "I didn't, I didn't, I didn't, I didn't, I didn't touch your posies."

"Well, they weren't there," Supervisors' President Quentin Kopp chimed in, unanswerably.

"Please be patient," the subterranean chamber's dolorous PA system roared, echoing like the Grand Canyon, "BART is experiencing a slight delay from the computer, but we are confident it will be fixed."

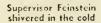
"What goes on?" one of the Daly City people, a matron, asked the other, a belligerent child in a bunny suit, who wouldn't answer.

"Hey, we found Miss Capers," a press aide shouted, and the solemnities got started where they were—far beneath the plaza—with Supervisor Kopp and City Administrator Tom Mellon eulogizing poor old Market street as "the greatest boulevard in the world."

A representative of San Francisco's U.N. Association said a guardedly hopeful word for the U.N., after which Miss Capers, on behalf of the "Raisin" company, was given a Supervisors' Certificate of Merit by Supervisor Feinstein, an Assembly resolution of honor by a stand-in for Assemblyman Willie Brown, and an official mayoral greeting by Mayor Moscone.

For his part, Moscone was given an honorary brick by an officer of the Market Street Development Association, who said it was left over from five million bricks beautifying the area.

"What a welcome change of pace," responded the mayor, hanging in there, "to have a brick handed to me."





Question Man.....

How Would You Beautify Market? 3 & 1975 By O'Bara

(Asked on Market and on Polk street)

Curley Perrier, ex-seaman, Market street:

They ought to take the cars out of the Union Square garage, move them out to the zoo and move the animals they got out at the zoo in to be with the rest of the animals up at Union Square.





David Taylor, mechanic, Mission street:

Get rid of the litter and garbage on the sidewalks. Market street is a disgrace. There are rats in the grates around the trees. The \$1600 bike racks and the \$980 garbage cans are another joke.

Jean Hall, secretary, Leavenworth street:

They should clean up the sidewalks and the streets. This is such a pretty city and it's so dirty. There is litter all over. There aren't any trash cans anymore.





John Stelly, landscape gardener, Crocker Plaza:

I beautify Market street everyday. This is the cleanest most attractive part of Market street. I work hard to keep it this way. We have 38 planters and 18 honey locust trees. It keeps us busy.

Mary Clark, data processing fore clerk, City Hall:

I would get rid of the buses and trolleys. I would put them underground. I would have bicycle lanes on Market street. The buses and trolleys ruin the appearance of the street.





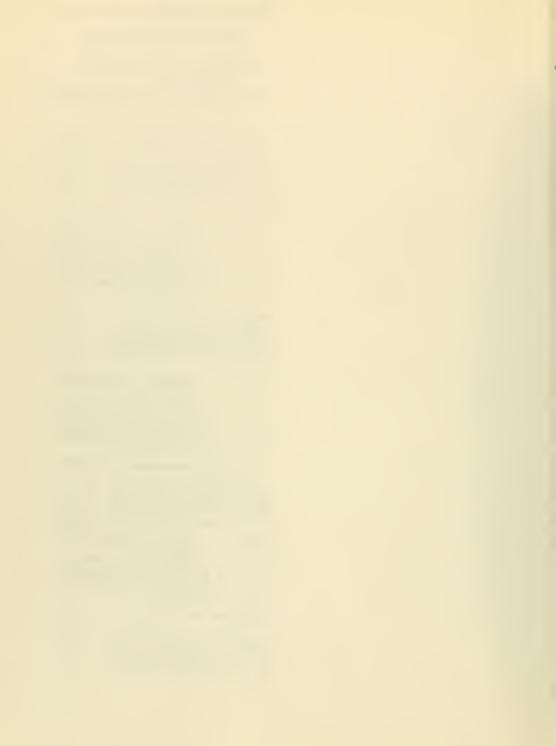
Gwynn O'Gara, media assistant, Grosvenor Plaza:

I'd set up soup kitchens and a nice tea room for the seniors. St. Anthony's Is the only one doing it. I'd put nice old wooden benches all along Market street.

Paul Hawthorne, stillman, Market street:

I'd clean it up. Sweep It or something. Get rid of the junk dealers at the Powell and Market Plaza. Plant trees like the ones on Ellis at Powell. They don't shed like the ones on Market.





Hawking Health at Powell and Markot

By George Williamson

"You must be born again, you lopeheads and boozers," a side-valk preacher cried into the air tithe cable car turntable at lowell and Market streets the other day.

He was, of course, as ignored s the numb-fingered street guiarists competing with him, the luni and others for small change.

But tucked back against a uilding wall was a deceptively imid little man who — for a buck of for a good cause — was offering on-the-spot blood presure readings.

In terms of loosening purses, ie too was mostly ignored — but with considerably more difficulty.

One reason seemed to be that he passing humanity was helinent on avoiding any reminders hat its pace might be both too busy and misdirected

"Shoot, I can get a reading or free at the Seniors Center. and I can tell you what it would I, too. High:" a redfaced man rotested. He didn't pay for his eading, and it bothered him.

"That's fine sir," said Dan inger, 35, whose low-key style ad resulted in less than \$10 on behalf of the cause that occupies is few leisure hours.

"But if your reading is high — say around 140 — then you should see a doctor."

There was unother aspect to linger to unnerve passers-by, this hin-haired little fellow in the Wally Cox glasses wishes to act on his principles, not just shout them.

The cause is the health of nundreds of thousands of prounain Indians who live trustraturally lose as the crow flies to the wellampped medical school he atends in Oaxaca, Mexico, must of the year.

"Sir, people are literally dying for no good reason in those mountains where there are no roads," Linger said.

The reason is the lack of a orking airplane

Lineer is one of a small group of medical students at the Universidad Antonoma Bentio Juarez do Ozwica who are committed to getting that airplane



MEDICAL STUDENT DAN LINGER
He sells blood pressure readings on the street

They have managed to purchase what, at this stage, might loosely be called a single-engine aircraft.

"We paid \$390 for it, but it's in bad shape," Linger said 'It will take, sir, about \$3950 worth of American parts to get it flying."

They have one volunteer pilot now, and Linger is about to get his own pilot's license.

If the thire ever gets off the ground, the students plot is to the medical supplies and expertise every we fend into the correlesmonitary villages that surround Oasaca quopilation [13,036,05] half way between Mexico City and Giornalia

OxNACA has three modern hospitals Out rile a attinute radu of roads, hosever they are of victually not be to mountain communities fairer said For a brief moment, Linger seemed capable of losing even his tigntly disciplined, deferential courtesy when he intensely observed.

"Ninety per cent of those people's diseases are easily treated, gastro-intestinal problems caused by parastes. Its daried said that people have to the when there are hindreds of cot doctors so near \$10.000.

Timer spent two years as a student at the San Francisco Baptist. The ofe total Sentinary before circulling at the Occording to the Graveta school. He spent December here work in double shifts as a security craed to help defray the \$2000 at year costs for his medical schooling.

He used las remaining hours in San Transis o to sell a very few blood pressure readings at \$1 mard a when applaine you will return to Oaxida piockets

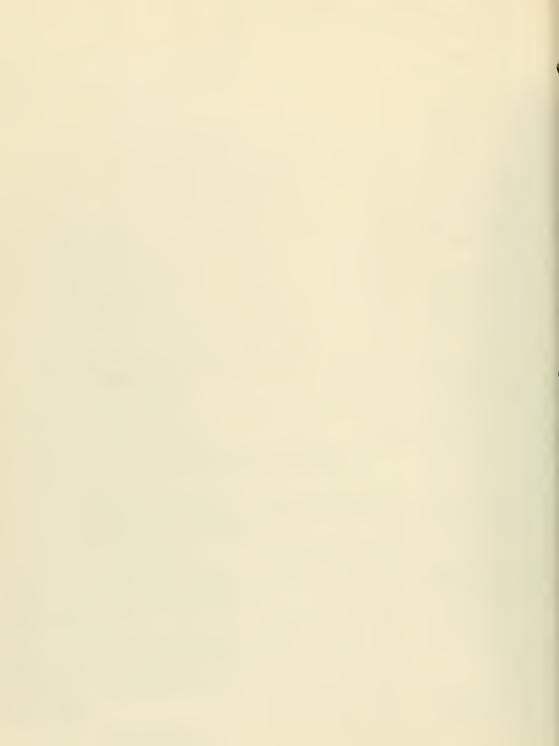
I have suit.

I have suit.

I have difficulties in the brighter.

I have the brighter.

I have the brighter.



Lopped Sycamores v mul 1976

Tree Teps Missing -- City Opens Probe

A city investigation was begun yesterday into the mysterious topping of eight newly planted sycamores on upper Market street.

The trees, located on both sides of Market between Franklin and Gough streets, are missing as much as six feet of their main stems.

Until a few days ago, the sycamores reached about 20 feet above the brick sidewalk paving, and beautification plans called for letting them grow taller than the 30-foot Path of Gold light standards interspersed among them.

"It's quite alarming," said Peter Svirsky, assistant chief city planning director, after he learned of the tree lopping. "Those trees, like others on Market, were intended to attain a natural form and a height of 40 feet."

For several weeks, Westate Engineers, general contractor for the Market street improvement project, has had a crew pruning the dormant sycamores along the thoroughfare.

But John Moeck, area construction supervisor for the city Department of Public Works, said he was satisfied those tree trimmers had not damaged the eight trees. "that's not pruning—it's vandalism," Moeck said.

"We want to find out who did the topping. However, as yet we don't have any strong leads. Our main concern is to see that the damage isn't repeated."

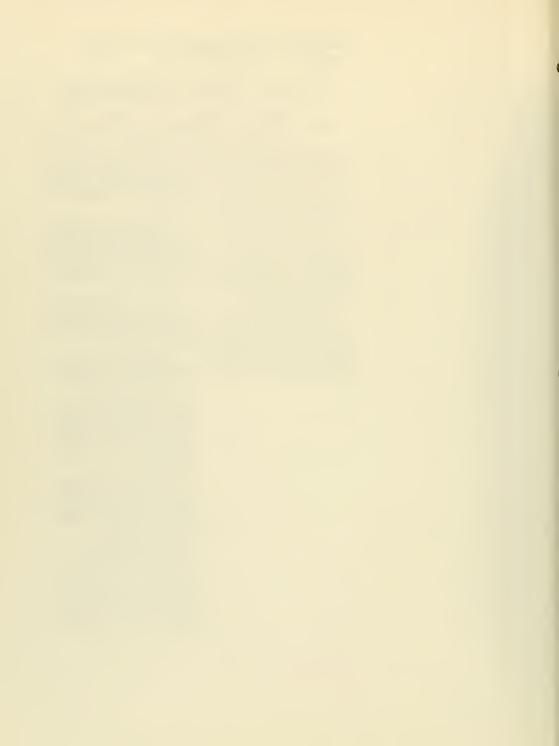
Moeck said the contractor was being notified that he would have to replace the hacked-off trees.

Jude Laspa, chairman of the Mayor's Advisory Committee for Upper Market Street, suggested that Foster and Kleiser, the outdoor advertising firm, be questioned because four pairs of its rooftop billboards are situated behind the topped trees.

"Those billboards are due to come down as a result of a Market street sign control ordinance, and it could be that someone wants to improve the visibility of them while they last," Laspa said.

Moeck said his inquiry would include Foster and Kleiser.

A spokesman for the firm said the apparently selective whacking "flabbergasted" him. "Everyone 1 talked to knows nothing about it." said Albert Reid. "It's absolutely against our policy to do anything like that."



One Way to Clean Up Market Street

Shortly after dawn yesterday, a

demonstration. ket street to watch a brick-cleaning shivering group gathered on Marwashed from the bricktops.

Bob McNally, an employee of

amount to 750,000 square feet. a year. For 11 cents a square foot all the bricks on Market street once Francisco's main thoroughfare The four million bricks on San les, owner of Remco, wants to clean

street, from the Ferry Building to 22 mile bricked stretch of Market So Remco's annual tour of the

bly cleaner than the rest of the section of brickwork became visi-

In virtually no time at all, a

Building, near Sixth street sldewalk outside the Fox Warfield steam, water and solvent to the applied a high pressure mixture of Remco System Inc. of Los Angeles,

> sidewalk ('hewing gum, stains and other blemishes were quickly ing the bricks, or cleaning out the gratings around the sycamore trees, although Remco would like to That wouldn't include sweep

Tom Rembac, 29, of Los Angebook,"Troyan declared, "the clean was made yesterday. "In my ly's efforts were effective although enthralled spectators, said McNalneer who was among yesterday's no decision to retain the service bid on that work, too. Vitaly B. Troyan, a city engi

McCoppin street, would come to "We're not trying to sell the machine," Rembac sald, "we're ing was successful."

> Bridge. They're constantly painting it." like the work on Golden Gate trying to sell the service. It's sort of

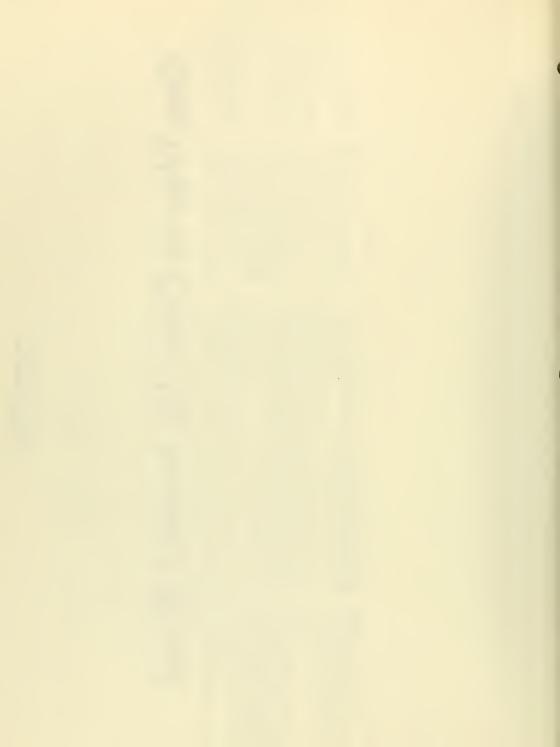
S. Myron Tatarian, the city's director of public works, said his street bricks could be cleaned by a department believes the Market private, outside contractor less expensively than the job could be

street. There would be an awful lot done by city workers. because of all the traffic on Market is work that has to be done at night. "You see," he explained, "this

of overtime involved if our people did the work."

one of the dirtiest parts of Market street Development Project, said director of the \$24.5 million Market Warfield Building because "this is was conducted outside the Fox the brick-cleaning demonstration Bernard Averbuch, executive

being cited for not doing it. sweep their sidewalks. Averbuch said he has never heard of anyone property owners are supposed to Although storekeepers and



by Wendy Schlesinger

Until 1973, the One Ecker building's red brick perimeter lay hidden beneath dingy tau paint and plaster. A sleazy bar-restaurant dominated the ground floor while light manufacturing occupied the upper three levels. Serious consideration was given to tearing the old building down.

Then a lucky break. The old Underhin building on Market St. was torn down to make way for the new Tislunar highrise and a plaza was ereated fixtween Ecker and Market streets. Suddenly the One Ecker building's status was changed when easy access and awareness of it was guaranteed by the view from Market Street.

What does it take to recycle a typical San Francisco red briek structure? Derrick Claudius, of Gensler Associates, architects for the One Ecker Project, said the hardest part of the process is bringing an old building up to code.

According to Claudius, meeting building code requirements often seem hopelessly unattainable at first. The cement inding the brick together could crumble in an earthquake so the walls had to be reinforced with steel braces. More steel was installed beneath the natural wooden floors and alongside concrete pillars.

To finish the job of reinforcing the exterior walls, Claudius close to integrate the new inverted V-shape steel beams with the construction of a sheltered open air areade at the northwest corner of the building. The interplay of steel beams with chimney-like brick columns yields unusual decorative patterns that draw passersby into the areade's recessed retail shops.

The brick exterior was inexpensively restored by sandblasting and more light was introduced by adding additional openings and enlarging existing ones.

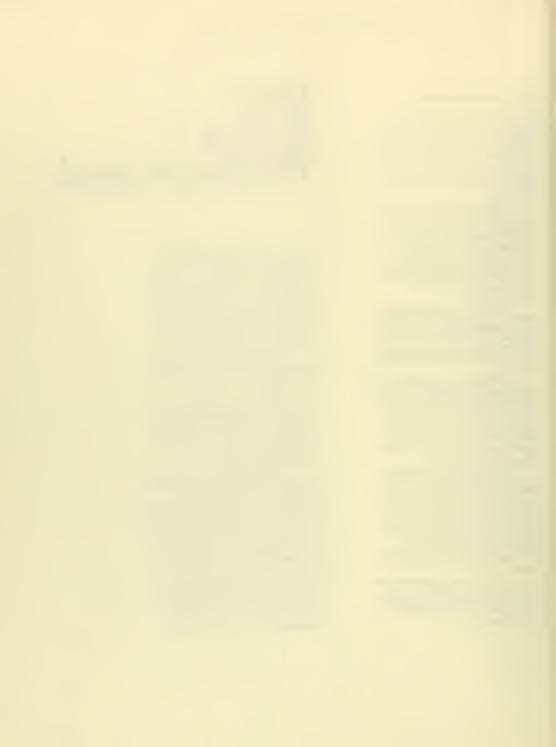
One Ecker Rediscovered

The two other outstanding designs features at One Ecker are the inner courtyard and the hexagonally shaped lobby. Both were created when the interior was stripped down. The new inner space was landscaped and turned into a courtyard for tenants and restaurant patrons. Wrought iron and wooden patio furniture and redwood planters full of flowers give the yard a festive, European air.

Tenant participation in the redesigning project was encouraged and the amants of One Ecker helped create the new look.

Design Center's Gerrit Drexhage decided to install colorful banners instead of signs after deciding that the brick facade was too handsome to tamper with. He chose banners to provide a sensitive contrast to the perfectly restored exterior.

Bob Berner, urban conservation officer of the San Francisco Foundation for Architectural Heritage, a nonprofit organization devoted to saving buildings such as One Ecker, says that the south of Market area can have immense charm because it is one of the few areas where the great grey granite business monoliths of the early teens intersect with the pre- and post-earthquake red brick monuments. "The Ecker Street recycling shows that the decision to save a basically sound building depends on the attitude of the developer," Berner stated. The developer in this case is One Eeker Associates.



1

.........

Those serrawny, dying tuip trees on the Powell street mall will probably be uprooted and replaced this month, officials said yester-

much hardier London plane trees - a kind of sycamore But there was doubt whether they will be replaced with tulip trees or - which have been planted by the hundreds to beautify Market street.

were planted a year ago near the cable car turntable Nineteen look bare and City Engineer Bob Levy said the 20 talip trees liaven't done well since they at a cost of 86700.

ered, possibly the result of "wind blight" since that block of Powell is notoriously draughty and gets little sanshme.

fortorn. The leaves of the 20th tree are brown and with-

poor handling, pranting and maintenance," said Levy. "It's obvious there was

"It's the fault of the coutractors, McGuire & Hes-

contractors, saying 19 of the Levy wrole to the Bushwa!" said Ron Brede-"Improper maintenance" hoft, project manager for trees were "unacceptable."

"Fiven the sycamores aren't thriving on the wind-McGuire & Hester.



contractor, Valley Crest of San got in touch with their subandscaping Inc. Jose. "We're going to have to take the loss," said Valley's branch manager Bob Rassorsliek. Valley Crest obtained the ully trees from the Orange County Nursery down south.

really don't know why" when asked why the trees Rasgorshek replied, "1 naven't bloomed.

"We're in the process of ocating suitable trees of the same size. We expect to replace them this month." The tulip trees were the choice of the city's landscape design consultant, Bill hill of the firm of Lawrence Halprin & Associates.

could not be reached for Hull was in Charlottesville, Va., sesterday and comment. But Levy said he believed the tulip trees were oicked because of their 'esthetic appeal."

"They're better, shapewise," said Levy.

If enough tulip trees can't oc located - or if the designers change their minds · plans are to plant London plane trees on the Powell mall.





Sat., Aug. 3, 1974 ★★★

New Lulip

Trees Sent Packing

Eyebrows went up in City Hall yesterday when a Southern California nursery sent the wrong tulip trees to replace those scrawny, half-dead ones on the Powell mall.

"It looks as if they tried to pull a fast one." said John Cribbs, assistant to City Engineer Bob Levy.

Only one of the 20 tulip trees planted a year ago now remains.

The other 19 never bloomed and were uprooted so they could be replaced with healthy trees better able to survive the cold winds of the draughty block on Powell between Market and Ellis streets.

But the "substitutes" never got planted yesterday.

When a truck from Valley Crest Trees in Sylmar (Los Angeles county) arrived with untagged, substandard trees, city officials rejected them. Cribbs said that ten days ago, a city landscape architect, Hubert Schmidt, went to the Sylmar nursery, picked 19 good looking tulip trees and put city tags on them.

None of the 19 trees that arrived at dawn had a city tag on it.

"There was one tag lying
in the bed of the truck," said
Cribbs. "But Schmidt said
he hadn't seen any of those
trees. I guess the nursery
probably figured they could
get 'em in the ground and
we wouldn't reject 'em."

He added drily:

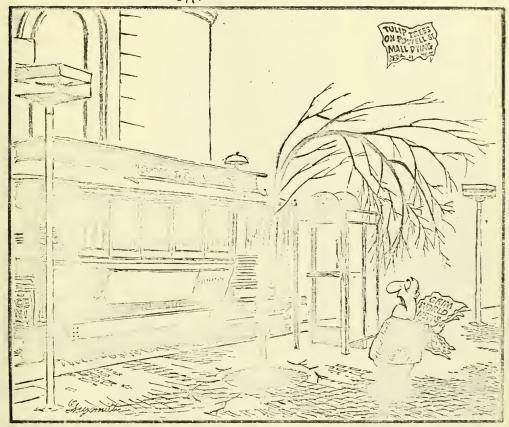
"I don't know what their explanation is."

"The trees looked all right but they we're smaller," said another landscaper, Nancy Reid.

The wrong trees were trucked back to the Sylmar nursery, where manager George Tucker said

"It was a mistake on my company's part. The guys just loaded the wrong tree. The ones that were tagged—the right ones should be there Monday morning."





"You've been reading over people's shoulders, haven't you...?"



Great tulip tree puzzle

Powell St. is bare of leaves

By Jane Eshleman Conant

Alas for Beautiful Downtown San Francisco. Grief has come to 19 of the 20 Liriodendron tulipifera in the brick-paved mall at the foot of Powell Street.

That is to say, the tulip trees are dead.

This has been apparent for some time to anyone who may have glanced at the \$6,700-worth of arboreal decor along the block between Market and Ellis streets.

Lirlodendron tulipifera is a deciduous tree; that is, it ordinarily loses its leaves in the fall. Ours have become what might be described as permanently deciduous.

Quite a fuss has developed over the sorry specimens. They were intended to lend grace and distinction to the paved-over block, as in the serene plaza of a quiet continental village.

They died instead, and there's something of a flap about it at City Hall.

The trees must be replaced, city fathers have ruled.

But there's the rub: Why did they die? And shall we have another try with Liriodendron, etc., or call it quits and plant something else?

There is one school in which it is argued that the potentially beautiful trees succumbed to improper transportation, planting and maintenance. In another, it is argued that they love warm, calm weather and never should have been put into the heavily shadowed, windy block in the first place.



SHOULD BE HANDSOME BUT IT'S DEAD

19 of 20 Powell Street tulip trees fail to take hold

—Examiner Photo

City engineer Robert Levy skirted the word "dead" when he wrote to McGuire & Hester, the plaza contractors, earlier this month. Indeed, several of the trees have a few struggling, misshapen leaves which show that a flicker of life remains.

Levy said the stricken 19 are "unacceptable."

McGuire & Hester passed the word to the subcontractor, Valley Crest Landscape Inc. of San Jose.

Valley Crest acquired the trees from the Orange County Nursery, Norwalk, and planted them along Powell Street last July.

Their kind has been known to grow to 190 feet, in a handsome pyramidal shape, bearing large, tulip-like yellowish-green blossoms.

William Hull. of the joint venture architects in charge, declared "they were not properly placed in the ground, they rocked back and forth." Further, he said, merchants or flower-stand operators poured a lot of water around their roots.

Hull insisted they are right for Powell Street and "our intention is to replace

them with the same kind."

Valley Crest's superintendent, Sam Varner, said:
"We do not feel the tree is suitable for that type of climate. In Southern California they grow beautifully, as they do in San Jose. They like the sun, they like the heat."

Varner said Valley Crest is "shopping for" the desired 19, but they "are pretty hard to come by."

If they can't be found, City engineer Levy said, "we'll consider a substitute." Sycamores, anyone?



A high-rise inferno is very, very unlikely in S.F., official says

If a "towering inferno" ever broke out in a San Franctsco high-rise, "it would be the eighth wonder of the world," a Fire Department spokesman here said today.

"Towering Inferno" is the title of a film based on the book, "The Glass Inferno," by San Francisco writers Tom Scortia and Frank Robinson.

Book and tilm deal with a disastrous fire that breaks out on the 66th floor of a 135-story high-rise (about 1,600 feet).

Fire Lt. Anthony Rodriguez, one of the SFFD officers consulted on the film, said:

"The chances are very, very, very slim that anything like that depicted in the film could happen in any of the highrises here.

"Our fire and building codes covering tall buildings are probably the strictest in the nation.

"And t think it's fair to say that this city is No. 1 in the nation when it comes to high-rise fire safety."

Rodriguez noted that in one segment of the film the flames are fueled by inflammable materials.

Storage of such materials in a high-rise here is illegal, he said.

Fire and building codes have been revised in the years since high-rises began mushrooming here, Rodriguez said.

One regulation resulted from the death of fireman Alfred Cheno 10 years ago. Cheno was fatally injured the fire a life to the second of the fire was trapped measurement who exposs ventant close because the electric eye that activated them was knocked out by the heat.

"Regulations now require an override button in every elevator operated with an electric eye," Rodriguez said.

"The button will activate the elevator to take you to the next floor."

The department's big worry, he says, is not the structure of the buildings but ignorance on the part of the public

"We'll go into a building," he said, "and we'll ask: Do you know what that is?

"Sure, they'll say. It's a fire extinguisher. Then we ask if they know how to use it. They don't."

One of the steps being taken by the department here is

The City's 10 tallest

Fire in a high-rise is the theme of a new book and movie by two San Francisco authors. Here are The City's 10 tallest:

1—Transamerica building, 600 Montgomery St., 853 feet.

2—Bank of America headquarters, 555 California St., 778 feet.

3—Security Pacific building, 1 Embarcadero Center, 569 feet.

4-Southern Pacific building (under construction), 1 Market st., 565 feet.

5-Wells Fargo building, 44 Montgomery St., 561 feet.

6—Tishman-Cahill building, 525 Market St., 529 feet.

7—Aetna Life & Casualty building, 600 Market St., 529 feet.

8-Metropolitan Life building, 401 Market St., 524 feet.

9—California Automobile Association building, 100 Van Ness Ave., 399 feet.

10—Standard Oil building, 555 Market St., 317 feet.

to hold meetings with building managers and tenants when a new structure is completed.

Department experts also are on hand when a new building is being planned.

Rodriguez has seen rushes of the film.

"It's pretty scary — really exciting," he said. "I imagine we'll be getting a lot of calls on it."

The fire in the film skyscraper is finally put out by a water tank on the root.

However, Rodriguez notes that rooftop water tanks "don't work any more with these new buildings."

New high-rises are required to provide pumping facilities, he says.

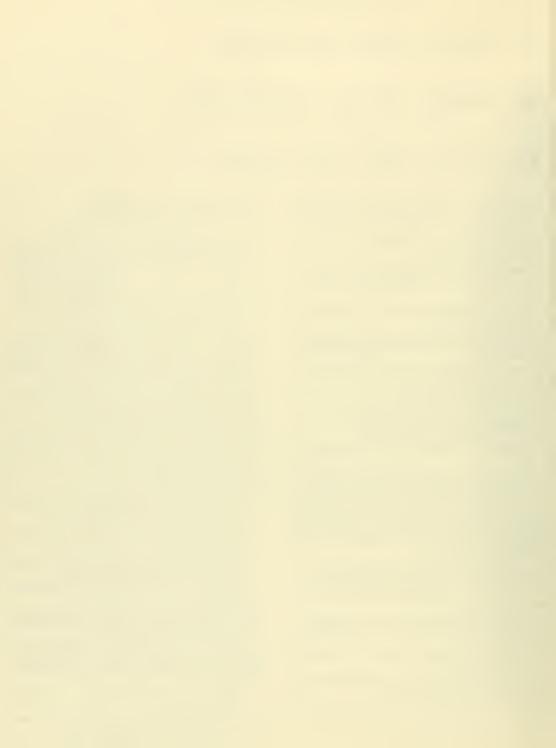
Fire Chief Keith Calden said he thinks the film may have a constructive effect in other cities where building and fire regulations aren't as strict.

Location shooting of the film here is tentatively set to begin July 24 at the Bank of America headquarters building. Some 75 off-duty San Francisco firemen will be used as extras.

The authors are still leery of fire dangers — especially above the second floor.

At a luncheon here the other day they carefully noted kitchen and exits before they sat down to order.

They got the idea for "The Glass Inferne," they said,





Victorian Retrospect by W&J Sloane! Old San Francisco lives again at our Hallidie Plaza office! Beautiful antique furnishings and treasures from our San Francisco heritage!

The Best of the Cannery! See this intriguing exhibit—a mini-bazaar presented by 50 shops!

Ghirardelli Square Sampler! Fascinating objects on display from each of the 80 shops, restaurants, theatres and galleries of Ghirardelli Square!

S.F. Symphony & Opera! See exhibits presenting the Golden Age of San Francisco music!

Cable Cars on Parade! Cable Cars of yesteryear – fascinating models – also on sound and film!

Cable Cars on Parade! Cable Cars of yesteryear—fascinating models—also on sound and film. Flower Show! Thousands of blooms! Japanese Bonsai trees! Exotic Jagra Lilies!

Treasures from S.F. Museum of Art! The spirit of the City captured by the master artist, Dong Kingman! Unforgettable watercolors from the San Francisco Museum of Art!

MONDAY Noon to 1:00 P.M., The San Francisco BROWN BAG OPERA.

TUESDAY Noon to 1:30 P.M., The Medicine Ball Band.

WEDNESDAY Noon to 1:30 P.M., Members of the S. F. Symphony in a brass ensemble.

THURSDAY Noon to 12:30 P.M., The Aitos Greek Tolk Group; 12:30 to 12:55 P.M., Scottish Bagpiper and Dancers; 12:55 to 1:15 P.M., "One Mind" Afro Jazz Group.

FRIDAY 12:30 to 1:30 P.M., The Red Garter Band.

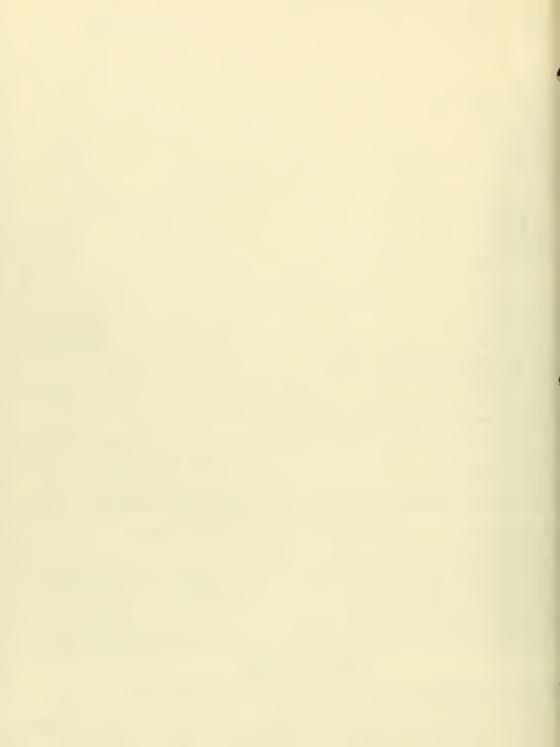
SATURDAY Noon to 12:30 P.M., Chung Ngai Chinese Cultural and Lion Dance Group; 12:30 to 1:00 P.M., Portuguese Dancers; 1:00 to 1:30 P.M., Japanese Dancers.

SIFICE (S)

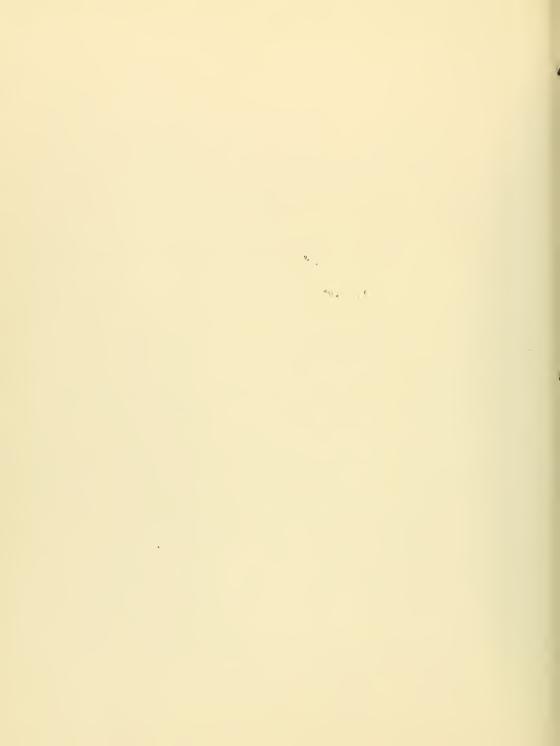
REFRESHMENTS! Delicious bits of "Beet Stick" and cheese treats from Hickory Farms of Ohio served with famous Larraburu Trench bread and MJB coffee.

GIFTS! Tree! Portfolio of masterpiece prints of old California suitable for framing. Free! Giant full-color dimensional map of San Francisco with illustrated points of interest.

€BRING THESE COUPONS FOR THE TIME OF YOUR LIFE!







BART PATRONAGE REPORTS

No. 41

for February 1976

by BART Department of Planning, Budgeting & Research

PREFACE

This report is the forty-first in a series designed as a response to requests for an assessment of ridership, one index of BART performance.

Beginning with this fiscal year, a new patronage estimate becomes the standard against which actual patronage will be compared. The basis for the new patronage estimate differs from that of previous estimates. Whereas the previous estimates were derived from a full service forecast for 1975 which was made prior to the start of BART operations, this year's estimate results from an extrapolation of actual patronage experience since the start of transbay service in September, 1974. For the new estimate, the June 1975 distribution of trips between the three major BART travel markets and by time of day is assumed. For the remainder of the fiscal year, patronage is expected to grow at a 7.6% annual rate.

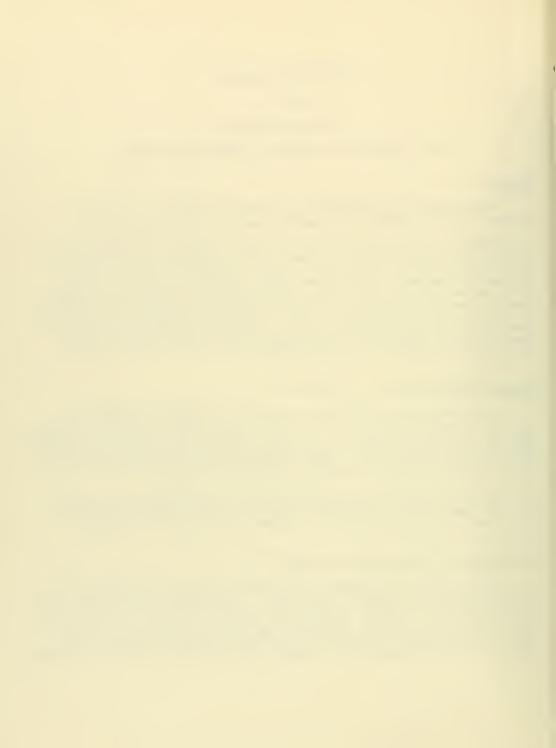
SUMMARY TO DATE (Tables 1 & 2, Chart 1)

Total patronage during the 19.50 equivalent weekdays of operation in February amounted to 2,410,466 trips, 817,748 in the East Bay, 594,214 in the West Bay, and 998,504 Transbay. In January, BART carried persons on 2,608,134 trips during 21.25 weekdays. These figures and selected comparative data for other transit systems and Bay Bridge auto person trips appear in Table 1 on page 3. Various historical BART data are shown in Table 2.

The level of total daily BART patronage for each week of this fiscal year is compared with the forecast in Chart 1. Also shown is the level of total peak period ridership (AM and PM peak periods total four hours).

AVERAGE DAILY TRIPS: 6:00 AM - 1:00 AM (Charts 2 & 3)

February patronage averaged 123,614 trips daily for operations during the 19.5 equivalent weekdays of the month. This amounted to 0.22% more than the new monthly forecast, which specifically takes the fare increase and night service into account. Patronage in February increased 0.72% from the January average of 122,736. The day-to-day variation in total system patronage is shown in Chart 2; Chart 3 portrays this variation for each of the three major BART service areas. Averages for each market are shown in Table 3.



NIGHT SERVICE

Late night service during February produced a net of 4,005 trips per day, 65.3% of the 6,130 trips forecast for the month. The estimate of 4,005 is based on the average of all exits after 8:00 PM on February 17, 18 and 19 less the similar average for three days in October and November (10/30, 10/31 and 11/20) prior to the start of night service. Night service patronage constituted 3.2% of average daily patronage in February versus a forecast of 4.85%.

MONTH-TO-MONTH AND YEAR TO YEAR COMPARISONS

The comparisons contained in previous reports are omitted this month. Due to a change in report generating procedures, the necessary data are not currently available. However, the February comparisons will be made in the near future and included in a subsequent report.

PEAK PERIOD (Table 3)

Total four-hour peak period patronage for the month averaged 62,730, an increase of 9.6% from January's trips, but still 18.6% below forecast. West Bay peak trips exceeded the forecast by 2.1%. East Bay trips were 79.6% of forecast and Transbay 78.5% of forecast. Peak period riding amounted to about 51.0% of total daily trips.

The index of B-car availability - comparing February with the first two weeks of transbay service - climbed to 120.3%, an increase of 1.4% from January.

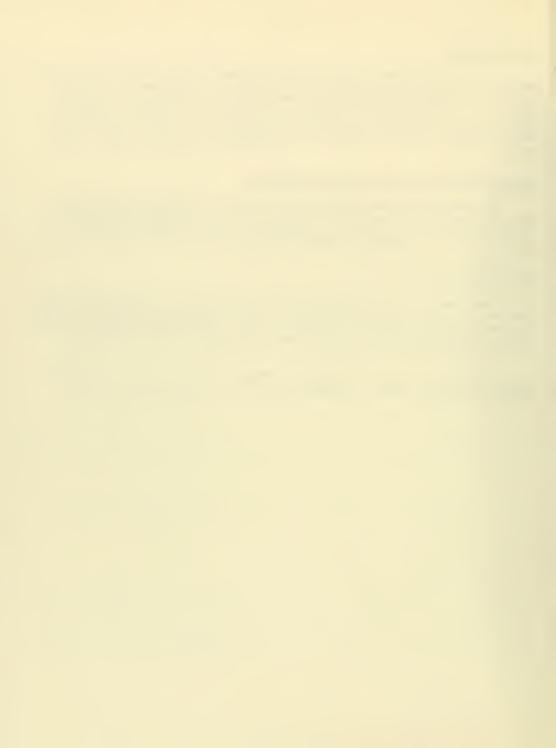


Table 1 BAY AREA TRAVEL DATA: FEBRUARY 1976

-			January			
		East Bay	West Bay	Transbay	Total	Total
	ART	817,748	594,214	998,504	2,410,466	2,608,134
1	ART Express Bus ^A	43,904	-	•	43,904	75,864
	C Transit	3,398,824	-	1,007,209	4,406,033	4,857,865
	.F. MUNI	=	9,062,489		9,062,489	9,503,195
	ransfers: BART-AC BART-MUNI	249,793 -	_ 105,744	14,206 ^B	263,999 105,744	289,738 100,754
	.FOakland Bay Bridg Auto Person Trips ^C	re -	-	6,169,132	6,169,132	6,564,233
	olden Gate Bus Transi	.t -	N/A	40	N/A	785,000 ^P

- Operated by AC Transit

- Local transfers within East Bay on AC Transit Transbay Routes

- Estimate based on 2,532,484 total westbound vehicular trips, 87% automobiles (and other non-commercial and auto occupancy of 1.4 persons).

- Not Available - Preliminary

Table 2 BART Historical Data

	East Bay	West Bay	Transbay	Total
iscal Year to Date	7,102,961	5,045,622	9,069,375	21,217,958
Calendar 1976	1,701,906	1,241,031	2,075,663	5,018,600
'otal, Since Startup	13.079.926	16,904,304	19,662,443	68,646,673



NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

R-9 FEBRUARY 26, 1975

DAVID H. KELSEY

FOR P.M. RELEASE WEDNESDAY, FEBRUARY 26, 1975

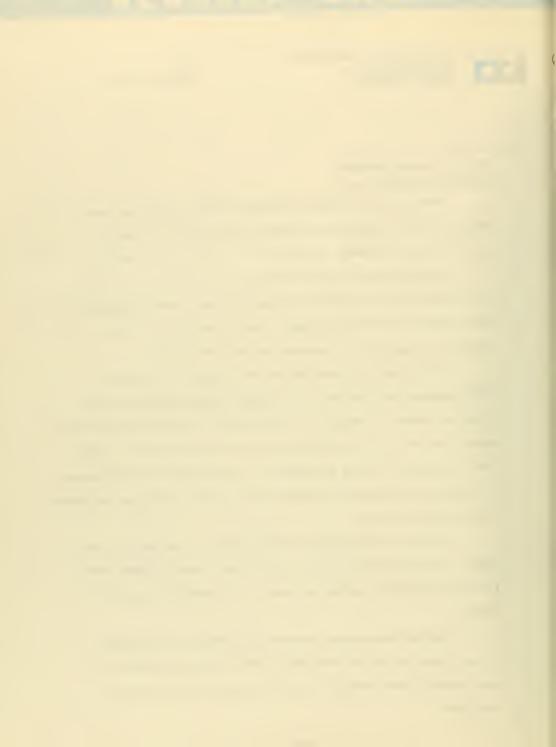
BART and the San Francico Municipal Railway jointly announced today that their long-awaited transfer system, cutting bus fares in half for regular BART-Muni combination riders, will begin on March 10.

Moving quickly on approval today of \$1 million federal subsidy by the Metropolitan Transportation Commission, both agencies immediately began working on equipment checkout, personnel briefing, and public information campaigns in preparation for the starting date.

"I'm extremely pleased that we are getting this cooperative effort underway with the Muni, as it should further increase the value of public transit to the people of San Francisco," said BART Vice-President Elmer B. Cooper. All three BART Directors from San Francisco -- Cooper, John H. Kirkwood, and Ella Hill Hutch -- have participated in discussions of funding for the transfer discount, and are closely monitoring implementation of the new system.

"The system will probably take a few days to get used to," said Cooper, "but the procedures will quickly become a matter of habit with the regular BART-Muni combination riders it is primarily designed to benefit."

Heading the two-agency coordinating committee which designed the new system to fit into both BART and Muni operating procedures is John Crowley, General Manager of the San Francisco Public Utilities Commission.



2-2-2-2

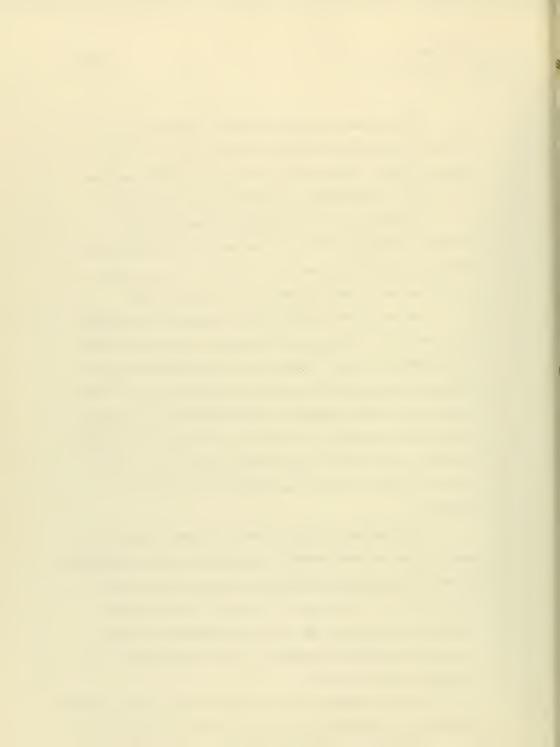
"The machines are already installed in the paid areas of all eight stations on the San Francisco line. They will issue two-part tickets, good for two bus rides to or from BART stations, for the price of one regular 25-cent Muni fare," said Crowley.

He emphasized that the discounted tickets can only be purchased in the paid areas of the stations, and also that regular transfers (issued on the buses) will continue to be used by BART patrons who ride the Muni at both ends of their BART trip.

Muni bus drivers and BART station agents will be thoroughly briefed and able to answer patrons' questions on the new procedures for discounted bus rides. Pamphlets will be widely distributed on buses and in stations with step-by-step instructions for use of the tickets for Muni-BART, BART-Muni, and Muni-BART-Muni trips. BART and Muni advertising will call attention to the new discount tickets. The public is encouraged to consult BART station agents, prior to the March 10 start date, with any questions they may have on procedures.

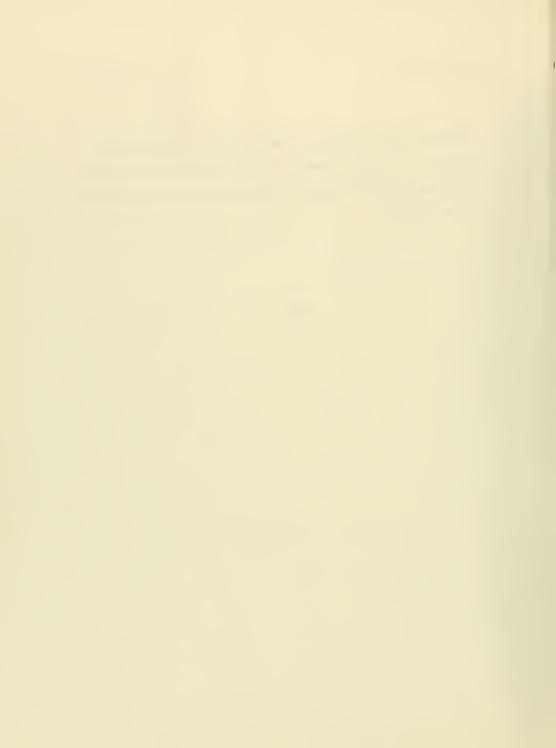
The 40 machines which will issue the discount tickets were installed late last year by BART in station paid area with approximately \$200,000 of Transportation Development Act funding (state sales tax receipts for local transit use). The initial \$1 million federal allocation approved by the MTC today - and subsequent allocations - will be used to fund the estimated \$2.3 million annual cost of the discounted tickets to the Muni.

The federal subsidy recently became available under allocations to the Bay Area provided by the \$11.8 billion National Transportation



3-3-3-3-3 3-3-3-3-3

Assistance Act of 1974 for aid to U.S. transit construction and operations. The MTC is expected to approve subsidies for discount transfers or tickets from these federal funds on a continuing high priority basis.



BART riders can now purchase round trip MUNI Discount Tickets for 25c at special machines located in all San Francisco BART stations. These allow a BART rider to continue his journey FROM a BART station on the San Francisco MUNI, and return on MUNI TO that same BART staturn on MUNI TO that same BART station.

25c buys a two part Discount Ticket separated by a perforated line. The bottom part is good for a MUNI local fare away FROM the BART station where it was purchased (good for one hour from time of purchase). The top part is good for a return ride on MUNII TO the BART station where it was purchased, and is valid for 72 hours.

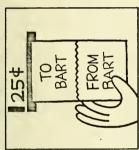
Just remember: Always purchase your MUNI Discount Ticket as you leave a BART station. Use the FROM-BART ticket away from the station. Use the TO-BART ticket any time within 72 hours to return to that same BART station.

These Discount Tickets are good for regular 25c MUNI fares only.

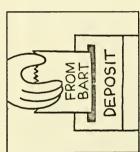
If you need to transfer from one MUNI vehicle to another, ask the MUNI driver for a regular MUNI transfer when you board.

If some problems should arise concerning the use or validity of your Discount Ticket, please pay the regular MUNI fare and report the particulars of the situation to the office of the General Manager, San Francisco Municipal Railway. Telephone 673-M-U-N-I.

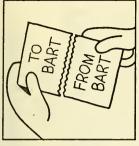
Here's how it works:



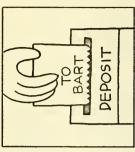
1. Purchase a two-part round trip Discount Ticket for 25c at the special white machines as you leave the BART station.



3. Show the FROM-BART ticket to the MUNI driver as you board and deposit it in the special DIS-COUNT TICKET box on the MUNI... Keep the TO-BART ticket. It is valid for 72 hours.



 Separate the Discount Ticket into two parts at the perforated ine

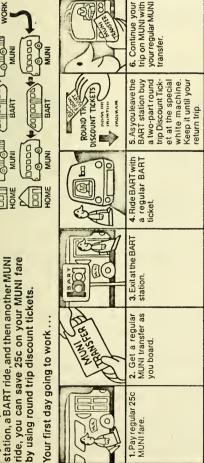


١

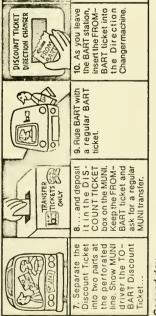
4. When you make a return trip, show the driver the TO-BART ticket and deposit it in the special DISCOUNT TICKET box on the MUNI.



If your trip involves a MUNI ride to a BART station, a BART ride, and then another MUNI ride, you can save 25c on your MUNI fare by using round trip discount tickets.



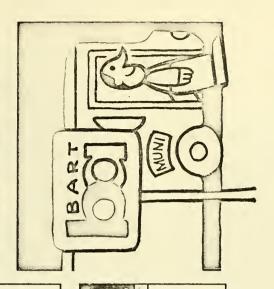
And returning home...



Second day

13. Show MUNI driver the return TO-BART ticket Instead of 25c fare.

How to use ZOS



trip home with your regular MUNI Continue your

> BART ticket is now changed to a TO-BART ticket

11. Your FROM-

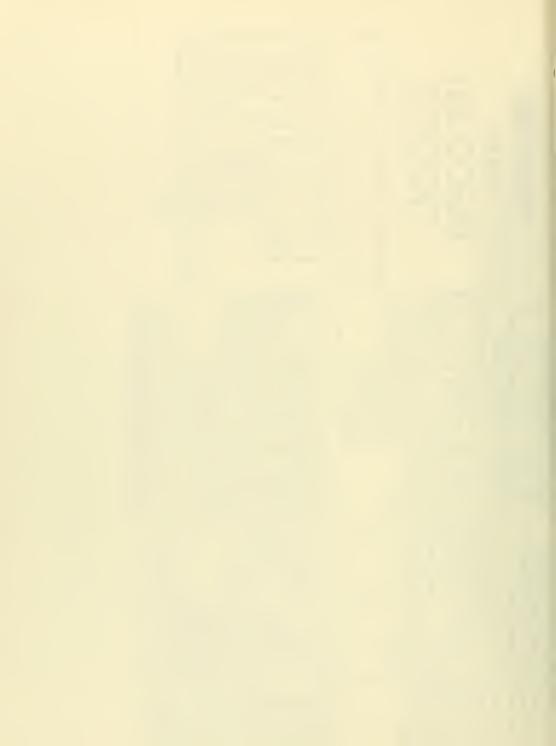
DIRECTION CHANGER

DISCOUNT TICKET

IRANSFER

and is good for up to 72 hours. Keep t for your next trip

ask driver for a regular MUNI transfer and you're ready to begin the MUNI Discount Ticket process over again. 14.... Deposit it in the DISCOUNT TICKET box on the MUNI,





It's nice, but don't hold your breath By Carol Pogash 26 Feb 1975

For \$700,000 BART riders will get what former general manager Billy Stokes said no one would need: handrails.

As anyone who's ever ridden BART during commute hours knows, standing isn't much fun, especially when you have nothing to hold onto.

Long ago BART management rejected the handrail idea as "esthetically unpleasing."

Stokes liked to say handralls would be useless — BART would have enough cars and enough seats for everyone.

That's not what happened.

During rush hour the standing BART commuters grab onto seats, walls, poles and one another.

But improvements are on the way.

BART spokesmen say they'll install two metal poles in every BART car for passengers, but they give the normal BART warning: Be patient.

If all goes on schedule — and everyone knows BART's record on meeting schedules — there will be handrails in every BART car in a little over a year.

: BART has submitted a handrail proposal to the U.S. Department of Transportation. If approved BART would receive between \$500,000 and \$700,000. The cost averages out to \$1,555 per car.



NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 R-10 FEBRUARY 27, 1975

DAVID H. KELSEY

FOR IMMEDIATE RELEASE

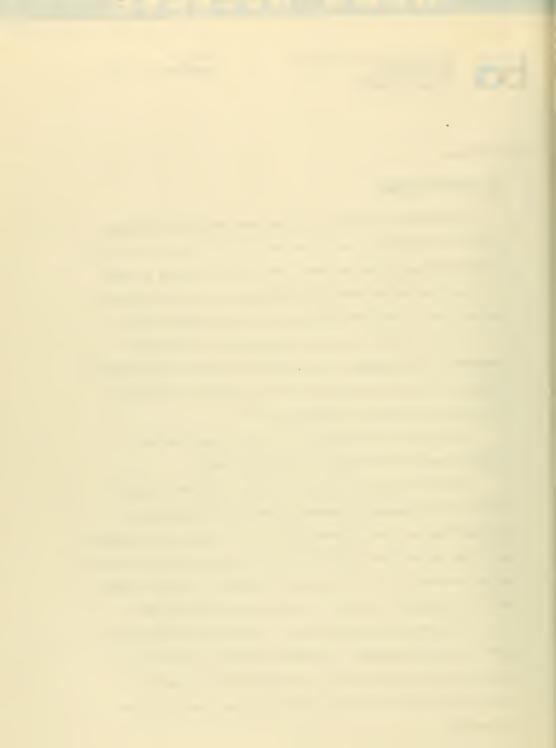
The Board of Directors of the Bay Area Rapid Transit District today (Thursday) decided not to seek Westinghouse Electric Corporation's bid to supply additional automatic train control equipment for BART cars, and directed that work begin immediately to design and procure equipment for a fleet-wide replacement of the Westinghouse system.

The Board sharply expressed dissatisfaction with both the performance of Westinghouse's on-board ATO (automatic train operation) equipment, and with the company's lack of cooperation in providing the technical information necessary to fix it.

The decision occurred during a two-hour closed meeting of Directors and District management with BART attorneys.

In announcing the decision, Dr. Harvey W. Glasser, chairman of the Board's Engineering Committee, noted that "Westinghouse's equipment has one of the highest failure rates of any vehicle subsystem, and is one of the major reasons why we can consistently field only 50% of our available cars." At the start of Thursday's service day, BART had 162 operational cars out of a total delivered fleet of 386.

Acting General Manager Lawrence D. Dahms told the Board that BART will begin immediately to redesign and prepare specifications for the on-board train controls, and estimated that it would be "late 1977 or early 1978" before the new equipment could be in use system-wide.



2-2-2-2-2 2-2-2-2

The Board's decision to opt for redesigned train controls rather than continue with Westinghouse equipment is not expected to affect present plans to add nights, weekends, and direct transbay service from Richmond, Dahms said. Sufficient A-cars (lead cars with control cabs) are already on hand to support such service, he said, provided their serviceable numbers can be increased.

However, Vice President Elmer B. Cooper acknowledged the decision would delay the start of more frequent train intervals during peak periods, currently scheduled for July 1976, since more cars would be required for such service, and new controls for them could not be ready by that time. "We have decided we must forgo shorter headways in order to get better performance," Cooper said. "The BART Board now believes quality service is more important than quantity service, and the first step in achieving that is to develop new sources of vital equipment that we can rely on."

Director John H. Kirkwood of San Francisco termed the Board's action "a conscious change in policy from BART's earlier emphasis on expanding service first and improving it later. BART's first responsibility is now to smooth out the service we've got, and if expansions have to wait, well, that's squarely on the heads of the major suppliers, especially Westinghouse."

The Board's action was the culmination of deliberations over the past month on what to do about a \$1.5 million follow-on contract for automatic train controls for BART's final 26 "A" cars. These lead cars are now under construction by Rohr Industries, Inc., and scheduled for delivery this fall.



3-3-3-3 3-3-3-3

Eighteen other suppliers previously had declined to bid on the relatively small, one-time piece of business, while Westinghouse, in a squabble over warranties, liability and other protective clauses in the contract specifications, submitted a legally unacceptable bid.

In early February, the quandary was submitted to the Board's Engineering Committee for its recommendation whether to give in to Westinghouse's demands for less stringent contract provisions in the interest of rapidly acquiring the vital equipment, or to knowingly incur a substantial delay by redesigning the equipment to interest other suppliers.



MUNI BIDS OPEN - Bids will be opened in mid-May for the new 'electrification system that will power the Municipal Railway's new subway-surface rail cars through the Market Street subway. "The Muni subway is clear and free and available now," according to Oral L. Moore, Hetch Hetchy general manager. As approved by the City's Public Utilities Commission, the contract, which covers the area between Embarcadero Station and the Duboce Portal of the subway, will commence in mid-June and be complete in about seven months. Estimated cost is from \$2 million to \$2.5 million. The work will include installation of trolley and "messenger" wire and 1-inch copper cable feeders for power distribution along the subway, Moore explained. He said the feeder cable will be pulled through ducts installed when the subway was built. Responsibility for the Muni's systemwide electrification modernization belongs to Hetch Hetchy's Transit Power Division. The program is part of the Muni Improvement Program, 80 percent of which will be financed under grants from the Federal Urban Mass Transportation Administration. The local share will come from Hetch Hetchy revenues saved up over the last four 11 april 1975

RT collection hassle 20) march 147

day a \$1.4 million fare col- because of the construclection equipment con- tion of the station and barcadero Station.

approved the contract that-will provide 12 ticket vendors, four addfare machines, 16 gates and two readers for the new station that is expected to be completed February, 1976.

The contract has breged disagreement betthe costs for the equip-

BART's position has to the disagreement. been that it should not

BART awarded Thurs- incur additional expense tract to Cubic - Western since that station was not Data Corp. for the Em- initially included in BART's plans or financ-The BART directors ing and was added only at City request.

The Transit Task Force has flatly refused to spend City funds for the equip-

ment.

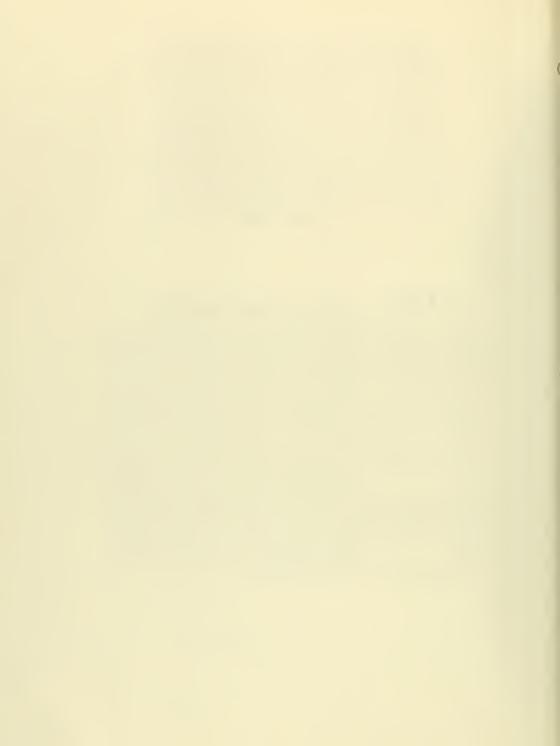
Nevertheless, the directors supported BART staff's proposal to approve equal sharing of the local share costs for the ween BART and the San equipment. Both BART Francisco Transit Task and the Transit Task Force over who will bear Force are negotiating with equal sharing proposed as a major resolution

As a result, the federal

government will cover \$804,248 of the total \$1.4 million bill, while BART and the City each pick up \$303,357.

The BART board aiso authorized the district to negotiate for \$8.7 million as BART's Transportation Development Act claim for fiscal year 1975-76.

Pending Metropolitan Transportation Commission approval the funds will be used to implement transfer discounts in Alameda, Contra Costa and San Francisco counties, improve coordination in all counties and seek fair share for operation of express buses.



Onward, downward with USF

The University of San Francisco is going underground to salute its Class of '75.

Together with USF's Alumni Association, the university plans a cocktail reception and entertainment in honor of the June I graduates in the shiny, new — but 4 unused — Muni Van Ness 2 subway station.

Muni officials have been most cooperative, USF officials said, but approval of the BART board of directors is still necessary, as BART is the legal owner of the structure.

BART's administration committee has endorsed the affair, although there was some concern that it mightset a precedent and result in an avalanche of requests to use BART facilities for public functions.

But acting general manager Lawrence Dahms assured the directors he would not recommend use of any BART station for such affairs, based on a policy the board set some years ago.

The Van Ness station is an exception, he explained, as the only finished structure that is inoperative. It won't be used until Muni streetcars go underground next year.

USF assured BART it will take responsibility for insurance and security.

More than 500 university staff members, alumni, friends of USF and the graduates and their families will be invited. It will be held May 30 or 31.

Muni gets

its try at www./175 Market St.

By H. W. Kusserow Urban Affairs Writer

So you thought the great Market Street rip-up was almost over?

Think again.

Later this year, the Muni will take up where BART left off and dig up about 600 feet of Market from Spear to Stuart streets,

The project is a 600-foot eastward extension of the Muni level of the BART subway to provide an extra turnback and storage tracks for the new Muni streetcars.

Preliminary details of the project were given the BART engineering committee yesterday by Rino Bei, program manager of transit improvements for the Muni.

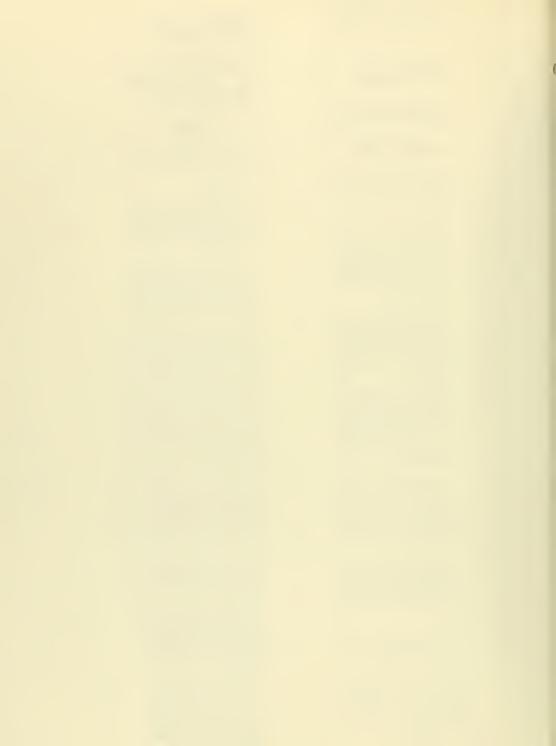
He said there are now no provisions for car storage and that an extra turnback is required in case the existing turnback west of the Embarcadero station should be damaged.

BART accord is required because the work would involve cutting through an existing BART ventilation shaft and installing a second, temporary vent during construction.

The excavation will be decked over during construction to minimize disruption of surface traffic, Bei said.

The project, estimated to cost between \$8 million and \$12 million, will be 80 percent funded by the federal government and 20 per cent by The City.

When the streetcurs finally start running in the subway—possibly late next year on a limited basis—two, three and four-car trains will operate at 90-second intervals, Bei said.



NEWS WELLS

March 19, 1976 S-16



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

CONTACT: Michael Healy

Office of Public Information

RELEASE AT WILL:

Fare evaders beware!

Witness the case of the young man from Berkeley who landed three days at hard labor in the municipal garbage dump for trying to clip

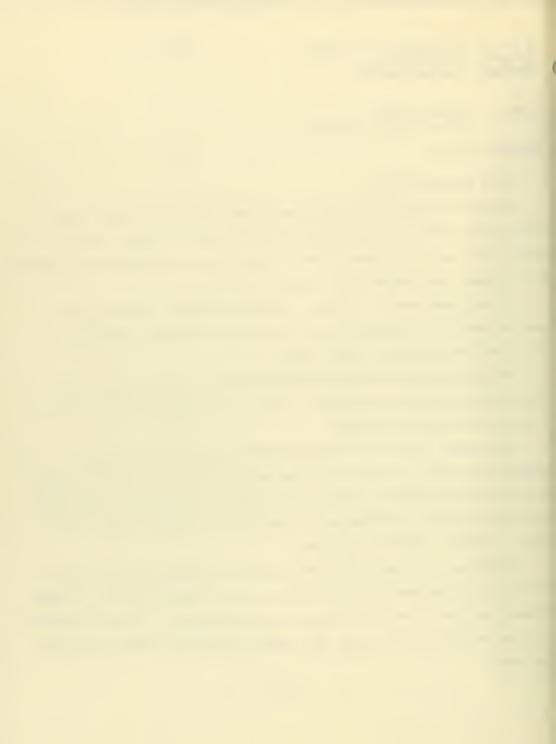
BART to the tune of 60 cents. Now 60 cents might not sound like a windfall, but in these hard pressed days, every cent counts.

It all began back in February. While attempting to run the fare gate at BART's Berkeley Station our suspect was promptly nabbed by an alert BART Police Officer, John Purdie.

Following some heated discussion the young man was arrested for fare evasion and resisting arrest. He was then released after signing a citation promising to appear.

This week, the alleged fare evader faced Judge George Brunn in Berkeley Municipal Court where he pled guilty to the fare evasion charge while the resisting arrest charge was dropped. Judge Brunn then angrily told the defendent that this was a "cheap public rip-off," especially in light of BART's financial problems.

Sentence: \$50 fine. Sentence suspended if defendent would agree to work for three days in the Berkeley municipal garbage dump. Defendent agreed, and that's where you might find him these days. All for .60 cents, or figuring eight hours a day, that comes to about 2.5 cents an hour for his labor.





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 S-30 May 12, 1976

David M. Soblin, Acting Manager Office of Public Information

Contact: Mike Healy

Office of Public Information

FOR IMMEDIATE RELEASE:

Betweer May 17 and 26, BART will ask its passengers to participate in the transit district's operating and marketing decision—making process by answering a brief questionnaire on why and where they are traveling. Survey times are 6:30 a.m. to 3:00 p.m. An additional survey will be conducted on board trains, Wednesday, May 26, from 7:00 p.m. to midnight.

This is the fourth time BART has directly sought patron comments on how and why they use the system, and it is anticipated the project will receive the same public cooperation as in the past. Previous studies provided passenger-profile knowledge basic to both BART marketing and planning programs, and to the Metropolitan Transportation Commission's federally funded, long-range assessment of BART's impacts on the Bay Area.

Results of this, and future surveys, will be used to develop long-range operating and marketing programs, and to identify such immediate service needs as areas of high parking-lot usage and feeder bus demand.

Each day, interviewers will be located at five BART station platforms asking a random sample of patrons, above high-school



age, to participate in the survey. Responding passengers will be requested to complete their questionnaires during their trip and deposit them in containers near the fare gates where they exit.

The questionnaire takes only a few minutes to complete, and covers such items as trip origin, destination, purpose, and method of getting to and from the station.

#



Shut Down BART?/by Paul Shinoff

On a crisp winter morning of December, 1969, a well-dressed businessman paused near the corner of Market and Montgomery Streets to share a coffee break with a crew of BART construction workers. The kibitzer was Terrell Hill, an Atlanta-based developer, then Director of the Market Street Development Project, the publicly-funded program to reconstruct the City's premiere boulevard.

"Bet you don't know what's going on down there," he challenged the crew.

"Sure do," answered one of the men. "It's the Davis Street BART station."

"Nope," said Hill.

"What do you mean," they demanded, "We know it's a station because we worked on it ourselves."

Hill was obviously enjoying himself. "That may be what you think, that's what everybody thinks. But all we are doing now is building a big hole in the ground."

BART's original plans, and bond funding called for only three Market Street stations— at Montgomery, Powell, and Civic Center. But as Hill explained that morning, the business interests of lower Market wanted a station within easy reach, particularly in conjunction with the Rockefeller-financed Embarcadero Center. Between them they raised \$600,000 for the initial engineering studies. Then, Hill said, through various connections in local and federal government, he raised an initial \$13 million to finance the project.

But that covered less than half the estimated cost of the completed station. "Just enough to get the hole dug, the slab laid, and the shell poured," said Hill. "Just so it won't cave in when the rains come."

"It's a lesson I learned from my good friend the former Governor of Georgia," he explained. "The Governor wanted to build a bridge out to one of the Sea Islands, but the legislature wouldn't give him the morey. So he built it halfway and stopped. The Governor called it his white-elephant theory. Sure enough, the state came along later and finished it up.

The construction men stood transfixed while Terrell Hill explained the political mysteries of life. There will be a Davis Street Station . . . some day. But for now, we are going to leave it wide open and ugly. Let all those secretaries stare down from those big office buildings and start asking questions. Let pedestrians trip over the debris. They'll finish

City Hall records show that the initial \$13 million came from BANT tax allocation funds. The second phase, still under construction, will be completed with \$22 million initially



ONE SWEET IRONY: BART critic Bill Wattenburg retained by the PUC

allocated for the defunct West Portal Subway. If that amount had been returned to BART's general fund, it would have covered the system's estimated 521.7 million deficit.

The Davis Street Station, now known as the Embarcadoro Station, is scheduled for completion in 1976, a fitting bicentennial gift to the City. Unfortunately, Terrell Hill will not be around to cut the ribbon. Within weeks of this discussion, he moved his operations to Atlanta, where another rapid-transit system is under construction.

The Terrell Hill/Davis/Embarcadero Street Station is but one lonely example on a long list of questionable contracts, design errors, equipment failures, accidents and deaths that plague the BART system.

If overt corruption and gross manipulation could be pinpointed, it might serve to vindicate the much-maligned system. The bad apples could be thrown out of the barrel—a la Watergate, we could declare our long nightniare to be over.

The last year has seen the system swept by the winds of change. Former publicist and General Manager Bill Stokes has departed to become a subway statesman for the American Public Transportation Association in Washington D.C. November saw the election of a new Board of Directors, generally characterized as being tougher-minded but more politically ambitious than their predecessors.

In one sweet frony, BART's constant critic (and former NASA engineering consultant, author and KGO talk-show host) Bill Wattenburg, has been retained by the Public Utilities.

Commission to develop system safety regulations and procedures. As CITY goes to press, his recommendations, along with those of consulting engineers from UC's Lawrence Berkeley Laboratories, are being adopted as new operating rules in PUC hearings.

But the PUC proceedings will not end BART's problems, only define them along with a timetable for solution. Back-up systems on the automatic train-control system must be installed and tested, cars and maintenance vehicles refitted.

Can the technical changes be implemented while BART continues the current level of operations—refitting at night and on weekends? LBL consultants Don Case and Ted Scalise say yes, but recommend a temporary reduction in the already-limited number of cars in service.

But others who have mentioned the system disagree. The staff of A. Alan Post suggest that the lines could be shut down one leg at a time, in order to completely replace and upgrade rolling stock and electronics equipment. PUC Commissioner Leonard Ross has suggested a total shutdown to ensure a complete and thorough revamping.

No matter what the final timetable and method of this dreary task of electronic housekeeping, few optimists can be tound who still believe the system capable of the promises of one decade ago. BART will always be out of daily reach of the vast majority of tri-county taxpayers who support it. Famous internationally as a negative example, the system stands as a \$1.7 billion lesson on how not to run a railroad.



BART's sweet deal

By H. W. Kusserow Urban Affairs Writer

BART may be financially troubled, but judging by the deal Frank C. Herringer made for himself as BART's new general manager, there is no shortage of funds for too executives.

When he was hired last month, Herriager's a n-nounced salary was 863-590. But what was not announced although agreed upon by BART's board of directors in executive session — were the 32-year-old's "fringe benefits" which will run another 25 to 27 per cent of his salary.

They include:

- BART will pay any real estate commission he may have to pay when he sells his home in Fairfax, Va.
- EART will pay his "temporary housing" expenses when he assumes the general manager position
 July 1 until he buys a new home in the Bay Area. This provision carries no time limit.
- He will receive severence pay of \$17.127 (three months pay) if he is fired before completing two years on the job.
 - . He will also be entitled

to \$17,127 if the BART board cuts his salary.

In addition, Herringer will receive his transportation and moving expenses to California. He is likewise entitled to any accrued vacation pay if he is fired after July 1. These provisions are normal corporate practice for top executives.

Herringer, a former Nison staff—aide,—is—the \$42,-600-a-year chief of the federal Urban Mass Transit Administration (UMTA) which doles out hillions in grants to the nation's transit systems.

The BART board approved the whole deal for Herringer



FRANK HERRINGER Beneficial deal

in executive session April 24 by a six to three vote.

Voting in favor were President Richard Clark, vice president Elmer Cooper. John Kirkwood. Ella Hill Hutch. James D. Hill and Dr. Harvey Glasser.

Opposed were Nello Bianco. John Glenn and Robert Allen.

Only the salary and normal fringe benefits were revealed at a press conference April 25 when Cooper announced the selection of Herringer after a search of five months that cost the district more than \$15,000. Total expenses won't be in until the end of the month.

Details of the agreement were made public in a legal sense, but were not disclosed in any public meeting.

This was done by including the resolution passed in the executive session in minutes of the regular April 24 board meeting and routinely approving them at the May 8 meeting.

There was no open discussion, nor were copies of the uninites given to the press or public. The press as-

sumed they were only a record of the open public meeting of April 24, which preceded the executive Session.

Cooper maintains he tried to enumerate the details at the April 25 press conference, but was prevented from doing so by "reporters interrupting with other questions."

Four reporters, including this one, have no recollection of Cooper making any such effort.

Nor was any disclosure of the extra benefits made April 30 when Herringer was introduced to the press here—the second time he had come to the Bay Area at BART expense.

Bianco said yesterday he asked president Clark to take an open vote on the matter at a regular meeting, but Clark refused.

A few days ago, Glenn became so disgusted with the procedure the board had been following that he mailed the special money provisions to two members of the press and to at least one former director who had been critical of the new board, San Francisco Supervisor Quentin Kopp.

Glenn and Bianco both noted that as BART faces a budget of \$69 million for the year starting July 1, the district is in no Position to commit such generous benefits to Herringer.

Kopp's first reaction was: "If Mr. Herringer cau make as good a deal for the district as he has made for himself. BART's problems are sure to be solved."

He said the severance pay provision is unprecedented among public employes and, as to the real estate commission, he added, "I've never heard of such a thing."

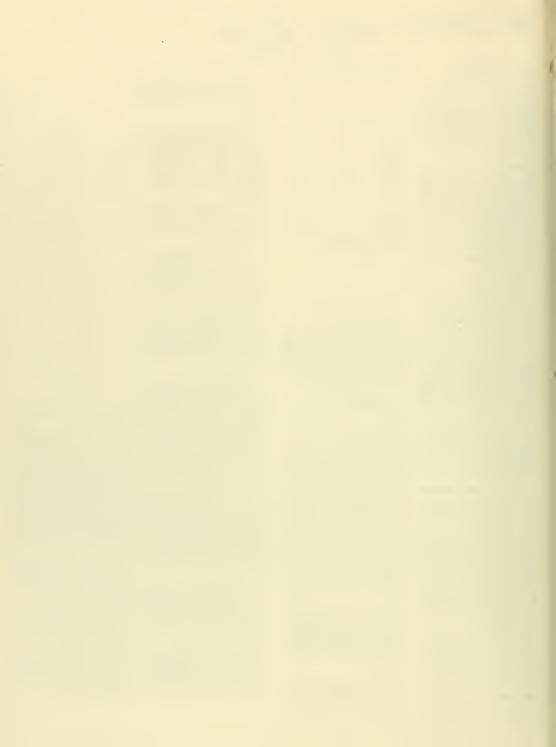
Paying Herringer's temporary housing costs, Kopp Said, is also "unjustified."

And suppose, Kopp went on, the board finds it has to cut top executive salaries like Gov. Brown is doing, it's preposterous to have to pay Herringer a bonus of \$17,127 to ask him to take a pay cut that might be a lot less.

"All these extra benefits should have been discussed and voted on at an open meeting," he concluded,

Bianco said he will make another effort to have the issue raised at the next board meeting Thursday.

"What we did may meet the legal requirements, but I think we violated the spirit of the law," he said.



Supervisors, BART agree on station

The Board of Supervisors skipped through the shortest business calendar in recent memory yesterday, pausing to express indiguation about a number of things.

The regular business included a resolution by which legislators entered into agreement with BART for operation of the West Portal station.

The agreement calls for BART to contribute \$100,000 to reconstruct the playground above the station, adding one tenns court and a clubhouse.

At Supervisor Alfred Neider's behest, the Board urged Police Chief Charles Gain not to abandon the police fishing, athletic and Sierra camp programs

Supervisor Ronald Poost complained that children can open Alka II about heing sent through the mail.

Pelosi asked to city attorney to see if The ity

At Supervisor Robert Gonzales' request, the board voted to oppose an Assembly bill perpetuating the one-half-cent sales tax to help subsidize BART because the measure fails to provide any funds for San Francisco.



BART board

To the Editor:

It was my position as a former BART director, both serving as president, vice - president, chairman of the administration—committee and chairman of the visual design committee and also member of the engineering committee, as well as many others of the board, that the problems that R. Stone spoke about in his letter to The Progress would happen.

Recently I read a statement that Sen. Alquist made when he was delivering an address before MARTA in Atlanta, in which he stated that he had made a great mistake in supporting and being the key supporter in getting legislation passed for an 'elected' BART Board.

I have tried to keep open minded and look at the constructive things that the newly elected Board was attempting to do, but I have come to the conclusion that the manner in which they have been operating has not been to the best interest of the taxpayers for the three Bay Area Counties where BART serves its people.

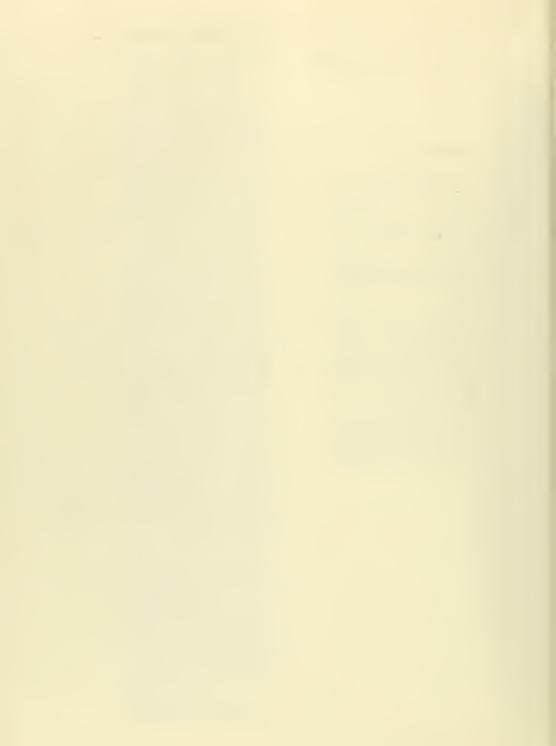
We still have no weekend services. The former board had instructed the staff to install this aguickly as possible. When I was a member of the Board I had been informed by the Market Street Businessmen that Saturday service alone would increase their businesses by millions of dollars per month, as well as Sunday service for the general public and tourists — with train schedules of one - half hour and hourly intervals, which would be profitable.

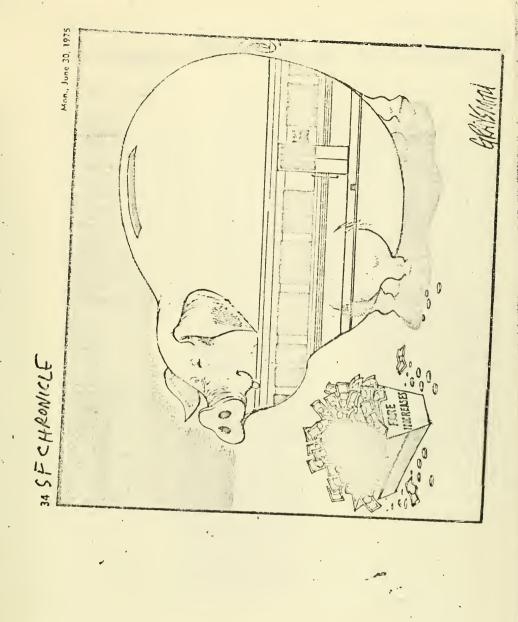
One of the big complaints was the large salary (\$52,000) that Bill Stokes, the former manager was receiving. The new Board hires a general manager (I donot wish to be critical before he's given a chance to prove himself), but he was hired with a much greater salary — \$68,500 plus excessive fringes — than Bill Stokes would have received if had remained with BART for the next several years or more.

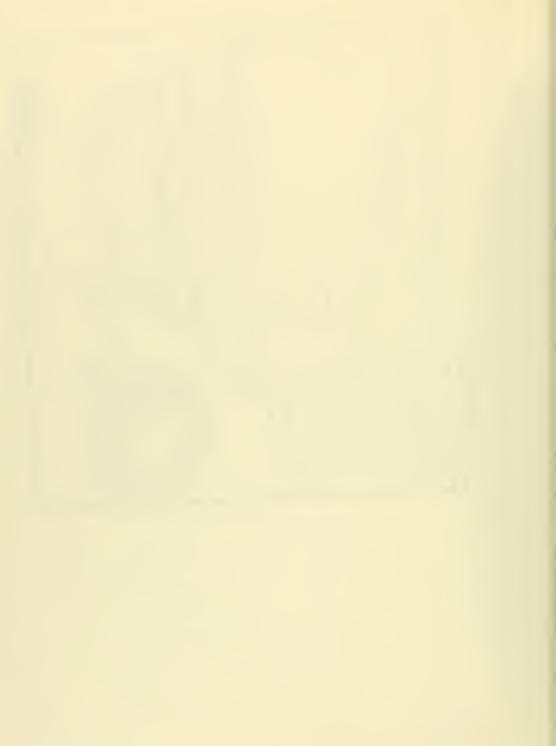
I do not know whether I agree with 'Mr. Stone that a recall movement should be started against individual members of the board. I would certainly support an action in the State Legislature to introduce legislation again making the BART Board an appointive board, wherein the mayors conferences and Boards of Supervisors and City Councils would be able to select qualified persons with a background in business administration, transportation and labor.

This was the type of board that existed prior to the elected board. I would also like to agree with Mr. Stone and his statement that the present general manager, Mr. Larry Dahms and present staff, in my opinion are doing and would continue to do an outstanding job to solve the many problems of BART if he had obtained the proper cooperation from the present Board.

WILLIAM CHESTER Vice-President International Longshoremen's & Warehousemen's Union







Merchandise Mart Dedicates New Building

The Merchandise Mart Monday officially dedicated its \$10 million Mart 2 addition and the connecting Marco Meyer Plaza, named after the Mart's president.

Mart 2, a 10-story, 400,000square foot, \$10 million building, is located across the landscaped, red brick plaza and is connected to the original Western Merchandise Mart by glass-enclosed walkways from the third through tenth floors.

With the opening of the new building, the Merchandise Mart is established as a wholesale home furnishings center of the West and is considered by many one of the three most important market buildings in the United States.

The top five floors of Mart 2 are an expansion of the Mart's retaileroriented, closed showrooms. The lower five floors house decorative and contract showrooms where interior designers, architects, specifiers and others qualified professionals may take clients. The second floor, known as the Fkhibit Center, is devoted to transient trade and consumer shows.

Meyer is a nationally-known figure in the furniture industry with which he has been associated all his life. He was named the Mart's executive vice president and general manager in 1967 and wasy promoted to president several years later. Under his direction, the Mart gained stature as a leader in the industry and the semi-annual markets draw huyers and retail store executives from over the country.

Meyer also has close ties to the Hearst Corp. and worked as an advertising consultant to Hearst papers throughout the country, most recently the San Francisco Examiner.

A graduate of Cornell University and The Sorbonne, Meyer is a co-founder of the Furniture Club of Northern California and has been a promoter of the furniture business throughout his life.

This year's summer market, July 13-18, probably will be the largest in the history of the Mart. At least 20,000 retailers are expected to view and buy the latest in upholstered furniture, casegoods, floor coverings, wall coverings and accessories. Their selections will appear in stores for the fall and winter selling seasons.

In addition to the regular market, the Mart has scheduled two other significant trade events. The International Furniture Fair, featuring quality merchandise from Spain, Germany, England and Canada, is a first for the Mart, San Francisco and the West. It will be held throughout the market, July 13-18, in the Exhibit Center.

The California Contract Show is scheduled for July 16-18 in both buildings. This event will feature furnishings for offices, hotels, motels and other large commercial institutions. In addition, a series of seminars of interest to the design profession will be held throughout the Contract Show.

Suspect Caught In BART Station

A former Bank of America employee was arrested yesterday in the Powell street BART station minutes after holding up the bank's branch office at 738 Market street, police reported.

The suspect, Charles W. Bishop, 23, allegedly took \$477 from teller Rose Davis and was apprehended by the security guard, who was alerted by the bank's manager, Edward M. If allett Hallett had followed the guman out of the bank.

According to police, Bishop was carrying a .32caliber automatic but had not shown it in the bank.



Thee special discount tieties will be will at local banks they will at local banks to they will available only at local banks to they will available only at local banks to the arm to the forther to the These special discount tickets will be SE TOR CLIVE S (65 and over), good nay purchase a green ticket for 60t, agood for 56,00 worth of rides. not be sold at the KLL Stations, and over) For \$6.00 worth of rides. 50.75 (tempo red For \$6.00 worth of rides. 70.75 pyrchase a red IMADIC APPED PER 10.7 pyrchase a pust carr 11 pyrch for St. 50. 2000 for 3000 pust carr 12 pyrch for St. Lindicapped horsons pust carr 15 pyrch for St. Lindicapped horsons pust carr 15 pyrch for St. Lindicapped horsons pust carr 15 pyrch for St. Lindicapped horsons pust carr ticket for St. 50. good for 50.00 worth on the first on t nay burenace agreen tucke while riding B. A. F. For information to have a free different to the power of the contract of of the now to obtain this cird, picus call 100.

BART Passonset Scruices, 465-4100.



Washington's new Metro: A sorry story that's familiar

Chicago Sun-Times

WASHINGTON — This was the week when the trains were supposed to start rolling in Washington's sleek and spotless new rapid transit system, Metro.

But the Metro tunnels are dark and silent, and will be for several months to come.

Indeed, if surburban interests have their way, it may be 1977 before regular service begins on the first segments of an eventual 98-mile system that will ultimately cost at least \$4.5 billion and maybe as much as \$6 billion.

If this added delay materializes, Metro will miss the whole Bicentennial year in which it was supposed to play a significant part, and unless some entrepreneur gets a sort of "Sewers of Paris" concession, most of the millions of visitors to the capital in 1976 will not even know that the city has a subway.

Metro is blaming the latest hangup on the Rohr Corp., an aero-space company that learned about subway cars the hard way after winning a bid on rolling stock for San Francisco's Bay Area Rapid Transit (BART) back in the 1900s.

Rohr, which had never built a car in its life, went on to win a similar bid for Metro cars and has been having nothing but problems ever since. The Metro contract contains a clause like an aching tooth that penalizes the company \$50 per day per car for late delivery and that hasn't helped Rohr's image in the eyes of its stockholders, either.

By this week, Rohr was supposed to have delivered 40 fully checked-out cars to Metro and to keep cars coming at the rate of four per week until the whole fleet of 300 had been delivered. But in Metro's main marshalling yard a mile north of the Capitol, there are teday only 12 cars — none of which Metro says is yet fit for passenger service.

The length of the segment ("Phase I") that should be open now is 4½ miles. It was, essentially, a railroad to no place, starting inder Farragut Square a few blocks north of the White House, snaking through tunnels beneath the city's shabby downtown sheeping core and terminating on an elevated structure in Nowheresville a mile or so from the Capitol Dome.

Opening of Phase 1. After all, the target date for startup had already slipped two years. But Congress was getting antsy as one deadline after another went by and Metro's moneymen kept coming up to the hill asking for "just one more" financial transfusion.

The area-wide transit agency was also bending heroic efforts to start up. Phase II by mid-1976 as a Bicentennial project. Phase II would have been nice to have in operation because it would have linked Washington's busy, close-in National Alrport with downtown (including such sightseeing meccas as the Smithsonian Institution) and would have extended service eastward to the Kennedy stadium, where the Redskins play home games when they are not on strike.

With Phase I's startup now delayed until February, 1976, at the very earliest, it is extremely unlikely that there will be enough cars on hand to operate Phase II. This is probably just as well. The super-computer that is supposed to control all train operations on the ultimate 98-mile system would not have been in place and debugged by mid-1976.

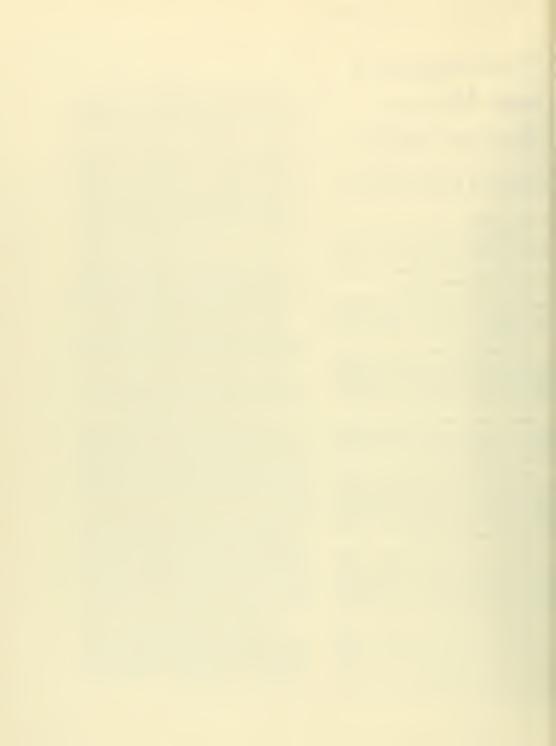
While it might not be dangerous to operate trains under manual control over rights-of-way built with automatic control in mind, it certainly would be slower and less economical.

What is more, the financial key to Metro operation a zoned system based on computerized ticketing and fare collection is not ready yet, and might not be ready for use even in 1976.

Like BART on the West Coast but unlike all other rapid transit systems in the United States (and most systems abroad) Metro will not charge a flat fare for all rides. A complex formula based on averaging the track mileage and airline mileage between two points and charging so much a mile on the computed distance was devised a couple of years ago. The computers needed for this — and the fare-collecting terminals at stations — are not yet in place.

Outlying jurisdictions in Maryland and Virginla, which are being soaked 63 per cent of the non-federal share of Metro's construction costs, are increasingly disenchanted with the system. During the first year a substantial operating deficit is unavoidable, and for at least the first year the district stands to get all the service while the suburbs will be called upon to make up a still-to-be-negotiated but undoubtedly substantial share of the losses.

Forty miles to the northeast, another subway system — that of Baltimore — is in a much earher stage of gestation, with an operating target date of maybe 1820 Looking at what is happening in the sister incircopolis on the Ptomac, Paditimoreans are beginning to have sober second thoughts about the whole rail rapid transit thing.



Preview of Muni Metro

Public Must Wait a Year Or Two

By William J. Moore

I rode the Muni Metro, that snazzy but empty subway in the bowels of Market street.

The public will be able to ride the Muni Metro, too— within a year or two, according to the latest Municipal Railway timetable. The Muni Metro tracks have been in place for nearly two years, running from the foot of Market through the Twin Peaks Tunnel to West Portal.

In fact, most of the system, built at a cost of about \$300 million, is rea dy and waiting. And waiting.

The equipment 1 rode, a rickety construction crew car, was not as sleek as the 100 Muni Metro "street" cars the city is purchasing from Boeing-Vertol of Philadelphia. The crew car, at least, was available for a ride, unlike the overdue Metro cars.

The first of those specially bullt light rail vehicles were scheduled for delivery here last January. Then the initial date was moved to this December.

And now, because of reported difficulties the Boeing firm is experiencing with its Britishmade doors, the bulk of the cars will probably not be delivered until some time in 1977.

Even without the long awaited equipment, I had a dandy, if breezy, ride on an open-air tool car powered by a runbling engine which looked like something out of a Soap Box Derby.

The trip, conducted by kindly Muni officials, began at the nearly completed Embarcadero station, Market and Davis streets.

Walking from the topside of Market which since the mid-

1960s until recently has been a tattered obstacle course, thanks to subway construction—we descended a temporary wooden stairway.

The first subterranean level was a mezzanine for the joint use of Muni and BART riders. The second level was the beginning, or end, of the Muni Metro line. The third level housed BART's Embarcadero station, which is expected to open next spring.

It all looked dazzling enough. Pre-cast terrazzo walls, Italian marble floors, escalators, acoustic baffles (for sound absorption), lights.

Amidst this, regrettably, is an annoying architectural reality. Riders who want to transfer between BART and Muni Metro will have to go to the mezzanine, where the only fare machines for both systems will be located, then return to the lower levels.

To begin with Embarcadero is only a two-track stub terminal, without additional tracks for boarding or storage or train turn-arounds. Which means, in contrast to this particular morning, it will probably be jammed with cars that may have to operate last in, first out.

Fortunately, the new cars, capable of operating in trains up to five cars long, will have control cabs on both ends and will not have to be turned around.

Our crew car entered an eerie tubular tunnel. The fact that it resembled the BART tunnel 35 feet below may be explained by the fact that BART was responsible for the construction of the entire subway, under an agreement worked out with the city in the early 1960s.

There is no way riders can transfer directly between the BART and Muni levels—at Embarcadero or the three other downlown stations BART and Muni share with each other

With a quick revying of the engine, flick of a light, foot of a horn, our work car eased out of the station at 10,47 a.m.

It was not, to be sure, going to be a precise preview of the Muni Metro's coming attractions. Despite our unsophisticated rolling stock the ride was exceptionally smooth. No clickety clacks. "The rail is all continuously welded together," explained Muni environmental coordinator Bill Dorais, the guide for this trip.

10:49 a.m. Our car paused briefly at the first outbound stop. Montgoinery street. Like most Muni Metro stations, it was virtually completed, except for the installation of the signal system and the overhead electrical wires. The station had a distressingly angular, antiseptic look. Aerospace modern?

11:02 a.m. Powell street. Nothing homey about this one either. An identical twin of the Montgomery station. Pity the BART rider who ends up on these platforms by mistake—he won't be able to distinguish them from the BART level.

11:10 a.m. Civic Center (Eighth and Market streets). Unusual touch: bird's eye view photograph of City Hall dome, affixed to a pleasant brick wall. BART's tunnel below veers toward Mission street while Muni Metro proceeds westward under Market

11:14 a.m. Van Ness avenue. Nice gray marble platform. ("Marble lasts longer." said Dorais.) Only storage track in entire subway, with enough room for one car, located just west of this station.

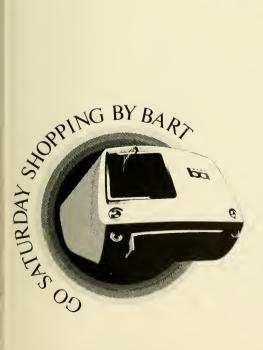
11:29 a.m. Duboce portal. This isn't a station. It's where the N-Judah and J-Church ears peel out of the subway for their aboveground routes.

Our motor car trip ended at Duboce portal. The Muni man said something about construction obstacles ahead. So we walked to the fluorescent light at the end of the tunnel, the Church street station.

"This one's a little beauty," said Dorais, Indeed The station was spacious. Its brick walls and the platforms gave it a luminue ambience. The overliead hangers for the yet-to-be-installed electric wires looked like graceful trapeeze bars.











NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

DAVID H. KELSEY MANAGER, PUBLIC INFORMATION R-72 November 24, 1975

RELEASE AT WILL

SIDEBAR TO NIGHT SERVICE

While special holiday night service begins Friday, November 28, January 1, 1976 will signal a new milestone for BART when the system's operating hours will be permanently extended to approximately midnight.

BART General Manager Frank C. Herringer said that commencing permanent late service in January is a major step in the District's efforts toward providing full system operation which will eventually include weekends and direct service between Richmond and San Francisco/Daly City.

Estimated to cost about \$2.3 million for the remainder of the fiscal year, night service was made possible when Governor Edmund G. Brown, Jr. signed into law Senate Bill 283 on September 28. The bill becomes effective January 1, 1976. Authored by Senator James R. Mills (D-San Diego), SB 283 included an amendment by San Francisco Assemblyman John F. Foran enabling BART to apply for federal operating funds for the specific purpose of extending to regular night service. Under the half-cent sales tax legislation passed last year, BART was restricted in applying for newly available federal operating funds in that any such funds received would be deducted from local sales tax revenue.



Following the signing of SB 283, the Metropolitan Transportation Commission, at its October 22 meeting, allocated BART \$1.6 million toward providing late night service.

BART Board President Richard O. Clark said he was gratified that efforts on the part of members of the board and all other parties concerned helped to bring about this new service increment.



NEWS KELEASE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

DAVID H. KELSEY

R-71 November 24, 1975

FOR IMMEDIATE RELEASE:

BART will inaugurate special holiday night service this Friday,

November 28, when the system's week-day operating schedule will be

extended to approximately midnight through December 30. Regular late-night

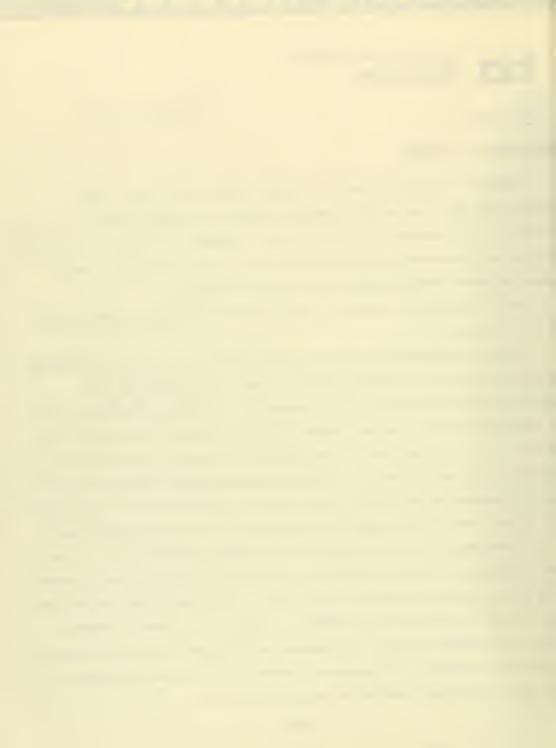
service as a permanent schedule addition will begin on January 1, when

recently passed funding legislation becomes effective.

For one day only, December 31, the system will resume present 6 a.m. to 8 p.m. service.

Under the late-night schedule, train service will convert to 20-minute intervals after the evening rush hour. Final train departures from end-of-the-line stations will vary depending on route and direction, from an earliest of 10:55 p.m. for Fremont-to-Daly City service to a latest of 12:07 a.m. for the last Daly City-to-Concord train. The 20-minute service has been scheduled to conform to the anticipated reduced patronage during the late evening hours, and to stay within the operating budget constraints.

Night train service calls for conversion from three operating routes to two, beginning at 6 p.m. following the evening commuter peak. At that time Richmond-to-Fremont and Concord-to-Daly City trains will begin operating at the scheduled 20-minutes intervals, and the last direct round-trip from Fremont to Daly City will depart. By 8:00 p.m., trains 20 minutes apart will operate directly only between Daly City and Concord and between tichmond and Fremont, with transfers between the two lines being made at Dakland's 12th Street Station and MacArthur Station.



LAST TRAIN DEPARTURES

The last departures from East Bay end-of-the-line points to San Francisco and Daly City will be at 11:03 p.m. from Concord directly to the West Bay, and at 10:55 p.m. from Fremont and 10:57 p.m. from Richmond, with transfers required in Oakland. The last train returning eastbound will leave Daly City at 12:07 a.m., directly to Concord and connecting at the 12th Street Station and the MacArthur Station for Fremont and Richmond.

BART Passenger Service Manager Jack McDowell emphasized that west-bound patrons making last train connections from Richmond must transfer at MacArthur, and those headed west from Fremont must transfer at 12th Street. Signs reminding passengers of final train departures and specified transfer points will be posted on station agents booths and bulletin boards at every station throughout the system.

McDowell said that patrons planning round-trips should purchase their tickets with enough fare to cover both directions, in order to save time upon returning and to avoid possible congestion at entry and exit gates.

The lasttrain from Richmond direct to Fremont will depart at 12:17 a.m., and the last train from Fremont to Richmond will depart at 12:14 a.m.

In addition to late-night train operation, BART will also extend its express bus service to 10 p.m. beginning December 8. Express buses provide service between several BART stations and outlying areas in Alameda and Contra Costa Counties.



For further information about the new service, the public may call the following toll-free BART information numbers any time during the system's opening hours:

rom:	Fremont/Union City area793-BART
	Hayward/San Leandro area783-BART
	Oakland/Berkeley/Orinda area465-BART
	Richmond/El Cerrito area236-BART
	San Francisco/Daly City area788-BART
	Lafayette/Concord area933-BART
	Livermore/Pleasanton area462-BART
	So. San Francisco/San Bruno area.873-BART
	Antioch/Pittsburg area754-BART



LAST TRAIN SCHEDULE

"C" LINE

	DIND							
CONC	ORD				LAFA	YETTE		
TO:	Daly City	-	11:03	•	TO:	Concord	-	12:50 a.m.
	Richmond	-	11:03			Daly City	-	11:15 p.m.
	Fremont	-	11:03	p.m.		Richmond Fremont	-	11:15 p.m.
PLEA	SANT HILL						-	11:15 p.m.
то:	Concord	_	12:56	2 m	ORIN	<u>TDA</u>		
10.	Daly City	_	11:08		TO:	Concord	_	12:45 a.m.
	Richmond	-	11:08	•	10,	Daly City	_	11:19 p.m.
	Fremont	-	11:08			Richmond	-	11:19 p.m.
				-		Fremont	-	11:19 p.m.
WALN	UT CREEK				D O C V	RIDGE		
то:	Concord	_	12:54	a.m.	· KOCK	KIDGE		
10.	Daly City	_	11:11		TO:	Concord	_	12:40 a.m.
	Richmond	-	11:11			Daly City	-	11:25 p.m.
	Fremont	-	11:11			Richmond	-	11:25 p.m.
						Fremont	-	11:25 p.m.
CONC	ORD TO RICHMOND	- TF	RANSFER	AT MACARTH	UR			
CONCORD TO FREMONT - TRANSFER AT 12TH STREET/OAKLAND								
* * * * * * * * * * * * * * * * * * * *								
	LINE							
	LINE				BAY	FAIR		
"A"	LINE	_	12:14	a.m.	BAY TO:	Fremont	-	12:54 a.m.
"A" FREM	LINE ONT Richmond Daly City	-	10:55	p.m.		Fremont Richmond	-	12:30 a.m.
"A" FREM	LINE ONT Richmond	_		p.m.		Fremont Richmond Daly City	-	12:30 a.m. 11:10 p.m.
FREM TO:	ONT Richmond Daly City Concord	_	10:55	p.m.		Fremont Richmond		12:30 a.m.
FREM TO:	LINE ONT Richmond Daly City	_	10:55	p.m.	то:	Fremont Richmond Daly City		12:30 a.m. 11:10 p.m.
FREM TO:	ONT Richmond Daly City Concord	_	10:55 11:55	p.m. p.m.	TO:	Fremont Richmond Daly City Concord LEANDRO	-	12:30 a.m. 11:10 p.m. 12:10 a.m.
TO:	DATY Richmond Daly City Concord N CITY Fremont Richmond	-	10:55 11:55 1:06 12:18	p.m. p.m. a.m.	то:	Fremont Richmond Daly City Concord LEANDRO Fremont		12:30 a.m. 11:10 p.m. 12:10 a.m.
TO:	ONT Richmond Daly City Concord N CITY Fremont Richmond Daly City		10:55 11:55 1:06 12:18 10:58	p.m. p.m. a.m. a.m. p.m.	TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m.
TO:	DATY Richmond Daly City Concord N CITY Fremont Richmond	-	10:55 11:55 1:06 12:18	p.m. p.m. a.m. a.m. p.m.	TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m.
TO: UNIO	N CITY Fremont Richmond Daly City Concord N CITY Concord Richmond Daly City Concord	-	10:55 11:55 1:06 12:18 10:58	p.m. p.m. a.m. a.m. p.m.	TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m.
TO: UNIO	ONT Richmond Daly City Concord N CITY Fremont Richmond Daly City	-	10:55 11:55 1:06 12:18 10:58	p.m. p.m. a.m. a.m. p.m.	TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m.
TO: UNIO	DAT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD	-	10:55 11:55 1:06 12:18 10:58 12:58	p.m. p.m. a.m. p.m. a.m.	TO: SAN TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m.
TO: UNIO TO:	DITE Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond		1:05 1:06 12:18 10:58 12:58	p.m. a.m. a.m. p.r. a.m. a.m.	TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m.
TO: UNIO TO:	N CITY Fremont Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City		1:06 12:18 10:58 12:58 12:58 1:01 12:23 11:03	p.m. a.m. a.m. p.m. a.m. a.m. p.m.	TO: SAN TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmont	-	12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m.
TO: UNIO TO:	DITE Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond		1:05 1:06 12:18 10:58 12:58	p.m. a.m. a.m. p.m. a.m. a.m. p.m.	TO: SAN TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:47 a.m. 12:37 a.m. 11:17 p.m.
TO: UNIO TO:	N CITY Fremont Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord		1:06 12:18 10:58 12:58 12:58 1:01 12:23 11:03	p.m. a.m. a.m. p.m. a.m. a.m. p.m.	TO: SAN TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmont		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m.
TO: UNIO TO: SOUT TO:	CONT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord		10:55 11:55 1:06 12:18 10:58 12:58 1:01 12:23 11:03 12:03	p.m. a.m. a.m. a.m. p.n. a.m. p.n. a.m.	TO: SAN TO: COLI	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:47 a.m. 12:37 a.m. 11:17 p.m.
TO: UNIO TO: SOUT TO:	CONT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord ARD Fremont		10:55 11:55 1:06 12:18 10:58 12:58 1:01 12:23 11:03 12:03	p.m. a.m. a.m. a.m. a.m. p.n. a.m.	TO: SAN TO: COLI TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord TVALE		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:47 a.m. 12:37 a.m. 11:17 p.m. 12:17 a.m.
TO: UNIO TO: SOUT TO:	CONT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord ARD Fremont Richmond		10:55 11:55 1:06 12:18 10:58 12:58 1:01 12:23 11:03 12:03	p.m. p.m. a.m. a.m. a.m. p.n. a.m. a.m.	TO: SAN TO: COLI	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord TVALE Fremont		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:37 a.m. 11:17 p.m. 12:17 a.m.
TO: UNIO TO: SOUT TO:	CONT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord ARD Fremont Richmond Daly City Concord		10:55 11:55 1:06 12:18 10:58 12:58 1:01 12:23 11:03 12:03	p.m. p.m. a.m. a.m. p.m. a.m. p.m. a.m. p.m. a.m.	TO: SAN TO: COLI TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord TVALE Fremont Richmond		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:47 a.m. 12:37 a.m. 11:17 p.m. 12:17 a.m.
TO: UNIO TO: SOUT TO:	CONT Richmond Daly City Concord N CITY Fremont Richmond Daly City Concord H HAYWARD Fremont Richmond Daly City Concord ARD Fremont Richmond		10:55 11:55 1:06 12:18 10:58 12:58 1:01 12:23 11:03 12:03	p.m. p.m. a.m. a.m. p.m. a.m. p.m. a.m. p.m. a.m.	TO: SAN TO: COLI TO:	Fremont Richmond Daly City Concord LEANDRO Fremont Richmond Daly City Concord SEUM Fremont Richmond Daly City Concord TVALE Fremont		12:30 a.m. 11:10 p.m. 12:10 a.m. 12:51 a.m. 12:34 a.m. 11:14 p.m. 12:14 a.m. 12:37 a.m. 11:17 p.m. 12:17 a.m.



"A" LINE - cont.

LAKE MERRITT

TO: Fremont - 12:41 a.m.
Richmond - 12:44 a.m.
Daly City - 11:24 p.m.
Concord - 12:24 a.m.

FREMONT TO DALY CITY - TRANSFER AT 12TH STREET/OAKLAND

FREMONT TO CONCORD - TRANSFER AT MAC ARTHUR

"K" LINE

MAC_ARTHUR					19TH STREET				
R F	Concord Sichmond Premont Saly City	-	12:37 12:51 12:34 11:28	a.m.	тo:	Concord Richmond Fremont Daly City	- - -	12:34 12:48 12:37 11:31	a.m.
12TH S	TREET								

Concord - 12:32 a.m.

Richmond - 12:46 a.m.

Fremont - 12:20 TO: Concord Daly City - 11:32 p.m.

"R" LINE

RICH	<u>IMOND</u>			NORT	H BERKELEY		
TO:	Fremont Concord Daly City	- - -	12:17 a.m. 12:17 a.m. 10:57 p.m.	TO:	Fremont Concord Richmond Daly City	- - -	12:26 a.m. 12:26 a.m. 12:59 a.m. 11:06 p.m.
EL C	CERRITO DEL NO	RTE					
				BERK	ELEY		
TO:	Fremont	-	12:20 a.m.				
	Concord	-	12:20 a.m.	TO:	Fremont	-	12:28 a.m.
	Richmond	-	1:05 a.m.		Concord	-	12:28 a.m.
	Daly City	_	11:00 p.m.		Richmond	-	12:56 a.m.
	, ,				Daly City	-	11:08 p.m.
EL C	ERRITO PLAZA				, ,		•
				ASHB	Y		
TO:	Fremont	_	12:23 a.m.		_		
	Concord	-	12:23 a.m.	TO:	Fremont	-	12:30 a.m.
	Richmond	_	1:02 a.m.		Concord	-	12:30 a.m.
	Daly City	_	11:03 p.m.		Richmond	-	12:54 a.m.
	,,				Daly City	-	11:10 p.m.
					-		•

RICHMOND TO CONCORD - TRANSFER AT MAC ARTHUR

RICHMOND TO DALY CITY - TRANSFER AT MAC ARTHUR



"M" LINE

DALY	DALY CITY				CIVIC CENTER			
TO:	Concord Richmond Fremont	-	12:07 12:07 12:07	a.m.	то:	Concord Richmond	-	12:19 a.m. 12:19 a.m.
	Fremont	-	12:07	a.m.		Daly City Fremont	-	11:46 p.m. 12:19 a.m.
BALB	OA PARK					TTEMOTIE		12.17 8.11.
					POWE	LL STREET		
TO:	Concord	-	12:10	a.m.				
	Richmond	-	12:10	a.m.	TO:	Concord	-	12:20 a.m.
	Daly City	-	11:54	p.m.		Richmond	-	12:20 a.m.
	Fremont	-	12:10	a.m.		Daly City	-	11:44 p.m.
						Fremont	-	12:20 a.m.
GLEN	PARK							
					MONT	GOMERY STREET		
TO:	Concord	-	12:12					
	Richmond	-	12:12		TO:	Concord	-	12:22 a.m.
	Daly City	-	11:52			Richmond	-	12:22 a.m.
	Fremont	-	12:12	a.m.		Daly City	-	11:43 p.m.
						Fremont	-	12:22 a.m.
24TH	STREET MISSION							
					OAKL	AND WEST		
TO:	Concord	-	12:15					
	Richmond	-	12:15		TO:	Richmond	-	12:29 a.m.
	Daly City	-	11:50			Daly City	-	11:36 p.m.
	Fremont	-	12:15	a.m.		Fremont		12:29 a.m.
						Concord	-	12:29 a.m.
16TH	STREET MISSION							
			10 1-					
TO:	Concord	-	12:17					
	Richmond	-	12:17					
	Daly City	-	11:48					
	Fremont	-	12:17	a.m.				

DALY CITY TO RICHMOND - TRANSFER AT 12TH STREET STATION

DALY CITY TO FREMONT - TRANSFER AT 12TH STREET STATION





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oaklend, California 94607 Telephone (415) 465-4100

R-74 November 25, 1975

DAVID H. KELSEY

FOR IMMEDIATE RELEASE:

The Board of Directors of the Bay Area Rapid Transit District today voted to commission Berkeley artist Stephen De Staebler to execute a major sculpture for the west end-wall of San Francisco's new Embarcadero Station, scheduled to open to the public next Spring.

In companion action, the BART Board deferred acceptance of an east-wall sculpture by Barbara Shawcroft of Berkeley, pending two weeks of engineering tests to determine whether Ms. Shawcroft's materials meet District specifications for fire resistance. The tests will be conducted by independent laboratories, in cooperation with the BART Construction Department and the artist, with results to be reported to the Board at its next regular meeting December 11.

The selection of both Embarcadero Station art works had been deferred from a meeting two weeks ago of the BART Board and officials of the San Francisco Transit Task Force. At that time Alfred V. Frankenstein, chairman of the BART Art Council, had recommended the works of De Staebler and Shawcroft from a group of six finalists. The finalists had been selected from earlier presentations by 47 Bay Area artists.

The budget for the two sculptures is \$114,000. The money is part of \$144,000 originally set aside for art work years ago as part of the overall Embarcadero Station construction contract. Funds for the \$26 million station were obtained through a bond issue by the City of San Francisco and the City's transfer of funds from the budget for constructing San Francisco Municipal Railway's underground Metro line.



2-2-2-2

The art works will be placed on the station's massive end-walls, which measure some 50 feet across, and rise through three levels: the BART train platform, Muni Metro platform and the station concourse.

Artists will work on the sculptures off-site, and installation is scheduled to coincide with the completion of the station, now estimated to take place about March 31, 1976.



Embarcadero art remains in limbo

Plans to install two lmmense sculptures at BART's Embarcadero Station in The City remain in Embo today.

A motion to give the go-ahead to the \$120,000 BART art project failed to receive the necessary five votes yesterday from district directors.

However, two directors who were absent will vote at an as-yet-unscheduled special meeting on the proposal.

San Francisco directors Ella Hill Hutch, Elmer Cooper and John Kirkwood voted for installation of the 50-foot-high artworks, creations of two Berkeley sculptors who competed in a field of 46 artists.

Deciding against the project, to be funded by a joint powers to be funded by a joint powers agreement between The City and BART, was Livermore director Robert Allen. Directors John Glenn of Fremont and James Hill of Walnut Creek abstained.

Board President Richard Clark and Richmond director Nello Bianco have not yet voted.

The district's art council reviewed portfolios of artists and sculpters from throughout the state, whittling the field down to five semifinalists.

The council finally recommended the works of Barbara Shawcroft and Stephen De-Staebler,

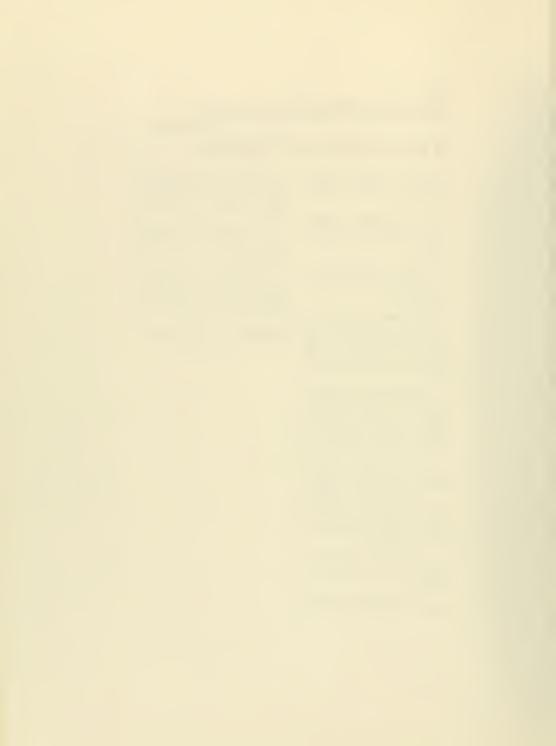
Ms. Shawcroft's proposed creation for the station's east wall

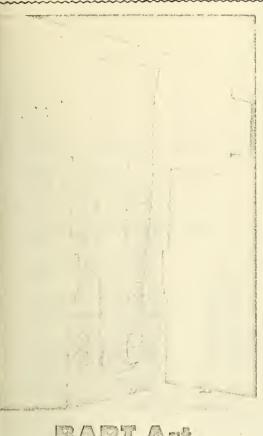
calls for a 4,000 pound "net sculpture" woven from plastic tubes to drape from the ceiling down through the station's three levels.

The bright orange affalr would be fringed with wispy trim that would move to the wind of passing trains.

Recommended to liang from the west wall are two 50-foot high ceramic columns ranging from deep blue at the top to a sandy brown base.

The art is scheduled for completion no later than March.





BART Art

hese two ceramic columns, 50 feet high and sculpted by tephen de Staebler, were approved yesterday by the BART loard for the west wall of the Embarcadero station

> The board was badly split on, but voted approval of, a proposed \$50,000 commission to sculptor Barbara Shawcroft for for completion and placement of a work to enhance the east wall of the new Embarcadero station in San Francisco, which is not yet completed.

> Decision on the work, which is to be of woven plastic, had been delayed to insure that there would be no fire hazard and because of directors' esthetic objections.

Allen, Glenn, Blanco and Hitl voted against the sculpture but the five other directors voted to authorize a contract.

8.3. Exuminer-Page 7 # # Feb. 19, 1976

New art for ·Embarcadero BART station

When the BART Embareadero subway station opens in late spring, patrons will be treated to some spectacular art work. on the east and west station walls.

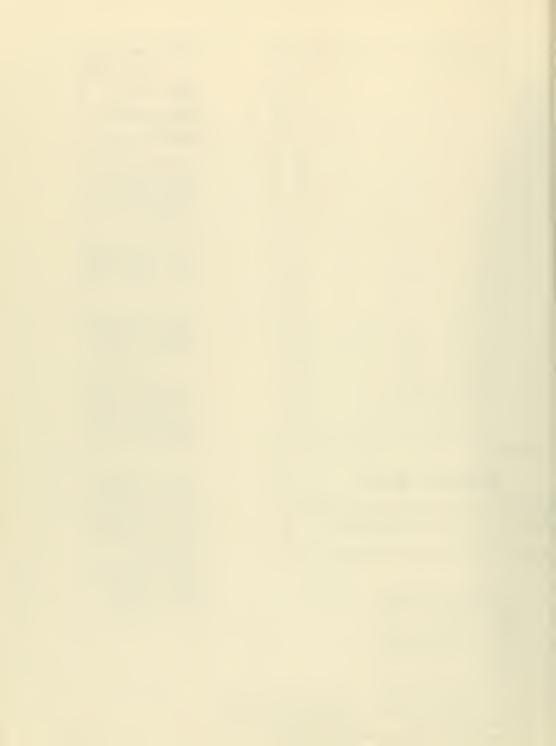
The late spring opening, cautions General Manager Frank Herringer, "is not a promise, but only our best guess at this time."

BART estimates the station, serving the Golden Gateway and the foot of Market Street, will generate about 18,000 to 20,-000 passenger trips daily.

It is expected that about 40 per cent of those now using the Montgomery station will shift to Embarcadero, Also, BART officials believe it will generate about 4,000 new passengers.

The west wall will be adorned by an abstract ceramic sculpture starting at the top with blue tones and descending some 50 feet through all three station levels to more earthy colors of orange and brown.

The sculpture is by Stephen de Staebler of Berkeley, who won an) area-wide competition.



Page 22-€. F. Examiner & Wed., Nov. 26, 1975

BART chiefs guard against

art burn

One of two huge sculptures proposed for BART's Embarcadero Station has been given the go ahead by district directors.

But transit officials said yesterday they wanted to take another look at the second "nontraditional" work of art to determine if it will create a fire hazard.

Approved was the 50-foot high ereation of Berkeley artist Stephen DeStaebler.

The \$50,000 pair of ceramic clay columns, running the length of the west wall, will range in color from deep blue to a sandy brown base.

A 4,000-pound "net sculpture" wovem from plastic tubes, will undergo engineering and flammability tests to determine its safety

A model of the two gigantic ceramic columns approved yesterday by BART for its Embarcadero station.

yesterday by BART for its Embarcadero station.

before board action is taken in two weeks.

Barbara Schaweroft, the second Berkeley sculptor whose work was chosen by the district's art council from a field of 46 artists, registered a complaint at the delay.

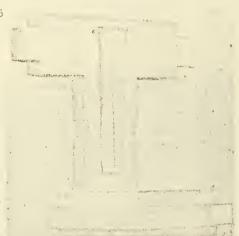
"I feel I'm being discriminated against because I'm a woman and because I'm using nontraditional materials," said the artist.

Directors said that was not

the case.

"We are sufficiently impressed with your work, I see no problem with the two-week delay to determine its safety," explained San Francisco director Elmer Cooper.

The art, worth more than \$100,000 that will come from a fund created by the joint powers agreement between BART and San Francisco for construction of the station, will be completed next March.





THE UNDERGROUND CITY: Or, how to get from Fifth and Mission to the St. Francis Hotel without raincoat or umbrella and still remain fairly dry on a rainy day. Ready? Into Pickwick Hotel, down to garage, up back stairs, across alley to Emporium, down to Emporium basement into BART Powell station, cross under Market and up into Woolworth's, out back door and across Ellis to garage, up garage's elevator to O'Farrell, across O'Farrell into Macy's, up the main floor steps and through to Blum's, jaywalk across Geary to Union Square Garage, turn left inside and cross under Powell via tunnel walkway, up stairs into St. Francis lobby. Were you running with me? Jeeze.

FREE MUNI RIDES — The Municipal Railway will get some helping hands for its love and good will program today, which happens to be Valentine's Day. Rides on all of Muni's Shopper Shuttle lines will be free, thanks to the Transport Workers Union. Local 250-A, which represents the entire Muni operating force. And the exterior of the buses assigned to this service Friday will be decorated with king-size valentines designed by San Francisco junior high school students. In announcing that the TWU would subsidize Friday's Shopper Shuttle operation, president Lawrence B. Martin explained: "We are solidly behind the 'Muni Loves You' campaign, and it occurred to us that this would be a good way of showing it." Shopper Shuttle drivers will give each passenger a small TWU valentine with a message that includes: "We love you. Happy Valentine's Day. This ride is on us. Hope you enjoy it." Junior high schools taking part in the valentine project include Benjamin Franklin, Presidio, Unity, Pelton, James Denman, Aptos, James Lick, Horace Mann, A. P. Giannini, Francisco, Marina, and Herbert Hoover.



Friday, December 5, 1973

BART director nore expense frauds

By Dan Borsuk

BART director Elmer Cooper of San Francisco has been accused of new irregularities in the handling of his BART expense account.

According to a recent story published in The Contra Costa Times—an East Bay newspaper—the San Francisco director was cited for buying a United Airlines ticket for a trip to Washington, D.C. on May 9, but never used it. The ticket was charged to BART.

Instead of flying to Washington, Cooper stayed in San Francisco on May 9 making phone calls around the nation. According to a May 28 telephone bill, Cooper made toll calls to Boston, Mass. at 6:30 a.m., Santa Monica at 6:55 a.m., Washington, D.C. at 10.23 a.m. and Palo Alto at 7:05 p.m.

All the telephone calls were charged to BART.

According to the newspaper probe, Cooper also billed to BART on May 9 for a \$55.51 restaurant bill at Trader Vic's in Emeryville, which included a \$7 tip.

Cooper's expense account during May also show Cooper got \$20 duly per diem expense allowances for May 9, 40 and 11. These expenses are authorized only for out of district expenses such as meals and incidental costs Included in the director's expense account was a \$25 bill for taxitars, about the time Cooper was at the Emeryville restaurant. The accounts shows Cooper put in those taxitares "to and from airport and D.C."

The newspaper story said although Cooper turned in a taxi bill and \$29 per day per diem allowances to BART, no hotel bills and restaurant chits for his three-day Washington, D.C. were found on his account.

On July 15, Cooper cashed in his unused ticket to Washington, D.C., and the \$483 was never returned to BART's coffers.

A United Airlines official verified that the ticket was cashed in, and a BART official confirined that the district did not get its money back.

Since Cooper failed to take the trip, the incident cost BART taxing by the solution of the trip taxing the solution of taxing the solution of taxing the solution of taxing taxing the solution of taxing tax

In prior newspaper stories, Cooper's expense account shows he billed the district for a \$1,799-34 airline ticket from San Francisco to London in July. That trip took him to Paris, Nice, Amsterdam and Copenhagen.

On his European junket, Cooper billed BART for a total hotel expenditure of \$1,533.43. His stays included a \$695.99 Nice hotel bill and a \$337.44 bill for the Plaza Hotel in Copenhagen, the Okura in Amsterdam and the Crillon in Paris.

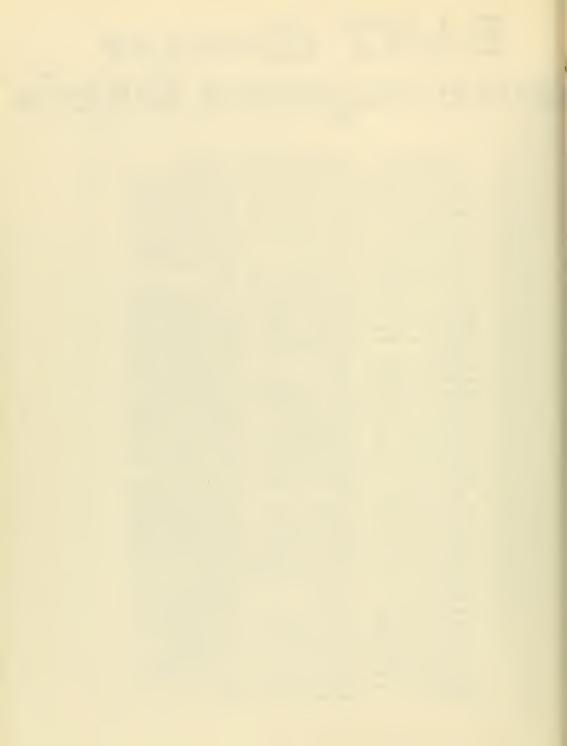
For his 15 - day European trip, Cooper billed BART \$20 per day per diem. On top of that, Cooper also charged to BART \$329.66 in restaurant tabs, although his per diem payments were supposed to cover these dining bills.

Although Cooper could not be reached for comment by The Progress on the uncovering of the Washington, D.C. airline ticket, he has previously denied any acts of wrongdoing.

Since the newspaper stories, the Contra Costa and Alameda grand juries have launched probes into Cooper's and BART President Richard Clark's expense ac-

Cooper was cited, In newspaper articles, for compiling an expense account of \$17,277 for the first seven months of 1975, or an average monthly expenditure of more than \$2,460.

Clark was found to have spent 8906 per month for the same time period



19 Fdr 1976 I've got news for you —in The Examiner

If you've been riding BART the past three days, and got on at Powell or Montgomery street stations during the rush hours, chances are you met "distributors" like Roni Mar. 10,000 free copies were handed out each day to introduce riders to the changing Examiner and to make the point that a BART ride home doesn't have to be dull — if you've got an Examiner to read. The free distribution ends today.



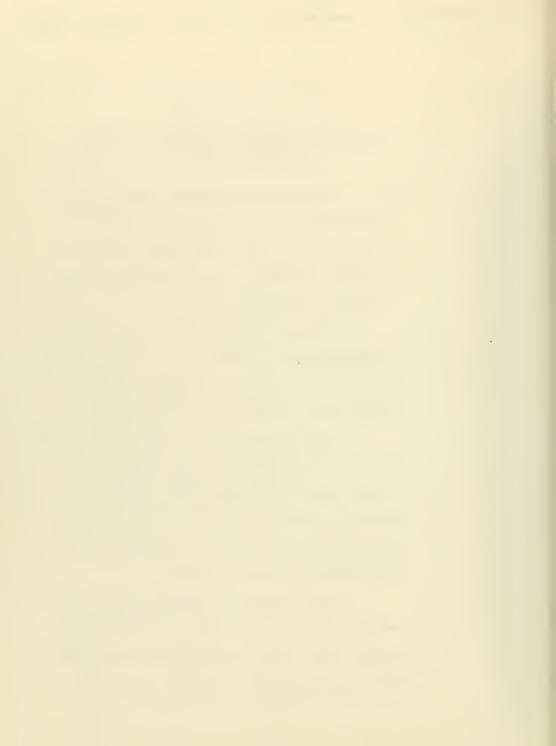
FACT SHEET for Embarcadero Station by Market Street Development Project

The idea for the construction of the Embarcadero Station (at one time called the Davis Street Station) germinated in April of 1964 with a feasibility study done by Gerald J. McLindon, the first Executive Director of the Market Street Development Project.

McLindon, who had been described as "the most outstanding planner in America", left the MSDP in 1967 and is now dean of the school of environmental design at Louisiana State University in Baton Pouge, Louisiana.

The report excited the late Justin Herman, Executive Director of the Redevelopment Agency, who joined in the efforts to create and build the station. The City of San Francisco, with the approval of them the ayor John Shelley, then joined in the efforts, with the details being taken over by the City's Transit Task Porce.

Various businessmen on Market Street were then asked to contribute money for the preliminary engineering studies. Some \$469,900 was raised in 1967 by the Market Street Development Project. Ultimately, each of the



contributors were refunded their money from the first sale of bonds used to finance construction of the station.

Funds to construct the first phase of this new station came from the Golden Gateway Project of the Redevelopment Agency in the form of \$15,000,000 in tax allocation bonds. The legality of this was favorably decided by the Appellate Court in 1968.

In 1971, another law suit was filed to block the transfer of \$22.5 million of BARTD funds to complete the station. The defense against this law suit, which ultimately was favorably decided by the State Supreme Court, was a joint legal effort by BART, the City and the Larket Street Development Project.

4 # 5



Chief BART Architect Maule Dies

Tallie B. Maule, chief architect who supervised the design and adormuent of nearly all of BART's stations, died Monday of a heart attack at the age of 57.

He commissioned architects, landscape architects, designers and artists to provide BART with a series of varied and 'distinctive stations.

With nearly all the selections out of the way, Mr. Maule resigned as chief architect for Parsons Brinkerhoff-Tudor-Beehtel, BART's engineering consuitants, in 1970 in order to join with Hertzka & Knowles in 'designing the \$35 million Embareadero station.

The Embarcadero station, near the foot of Market street, will serve both as a stop for BART's transbay trains and as the terminal for the Municipal Railway subway. It is scheduled for completion late next year.

Mr. Maule was also the architect of the Palo Alto Office Center, a complex of nine buildings centered around two 15-story office towers and a 550-ear garage. He also designed a smaller office complex in Sunnyvale.

Mr. Maule, a native of Oklahoma, received his bachelor's degree in architecture in his home state and then earned a master's degree at Princeton University, where he was selected as a Lowell Palmer Fellow. He also studied hiltaly.

After serving in the Navy in World War H. Mr. Maule joined Skidmore. Owings and Merrill. serving the firm as a designer and planner at Oak Ridge. Tenn. He designed a high school and garden unit apartment development, both of which won high architectural honors, and a community theater.

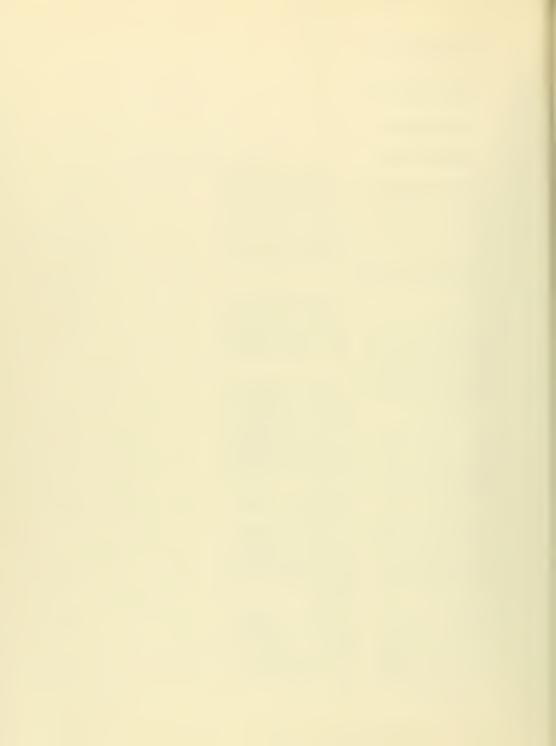
He next designed important projects in Chicago and Michigan before spending 3½ years in Japan for the Skidmore firm. He moved to San Francisco in 1955 to head his own group of architects.

Mr. Maule was a member of many architectural and engineering groups. The work performed under his supervision for BART won many architectural awards, including the U.S. Department of Housing and Urban Development's top 1963 award for overall design excellence.

He lived in the city on Pacific Heights.

Mr. Maule is survived by his wife, Vivienne; a daughter, Sara; three brothers, Chester of Lagunitas, Don of Sand Springs, Okla.; and Quentin of New York, and a sister, Julia Lowman of Lafayette, La.

Fineral services will be held at Martin and Brown funeral home, 1801 Van Ness avenue, at 2 p.m. today (Wednesday). Friends are invited to send donations in Mr. Maule's name to a charity they select.



MEMS MEDERSE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

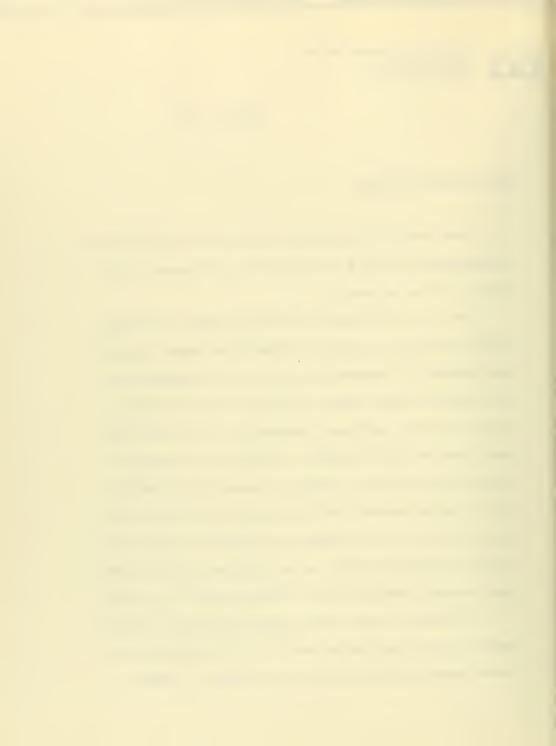
March 9, 1976

FOR IMMEDIATE RELEASE:

Diane Duerr Levine has been appointed Director of Marketing and Communications for BART, it was announced by BART General Manager Frank C. Herringer on March 9.

Mrs. Levine has resigned as Staff Vice President of Advertising and Sales Promotion for Continental Airlines in Los Angeles, one of the most respected in the transportation industry for on-time performance and responsive customer service. She joined Continental Airlines in January, 1973, after eight years in marketing and advertising management in New York and San Francisco. During these last three years at Continental Airlines, Mrs. Levine was responsible for developing service-oriented programs to encourage business and leisure travelers to fly rather than drive. In addition, she contributed to evaluating and planning new route alternatives, and also instituted major cost controls which generated significant recurring operating savings for the carrier.

Mr. Herringer stated, "Diane Levine is an outstanding marketing executive. Her selection is the culmination of a nationwide search for the best person available to fill this critical position. I expect her



not only to contribute to the improvement of BART's marketing and communications functions, but also to function as a key member of BART's top management team."

Prior to joining Continental Airlines, she was with Honig,

Cooper & Harrington in San Francisco (now FCB/Honig). In New York,

she was a marketing executive with Lever Brothers and American Home

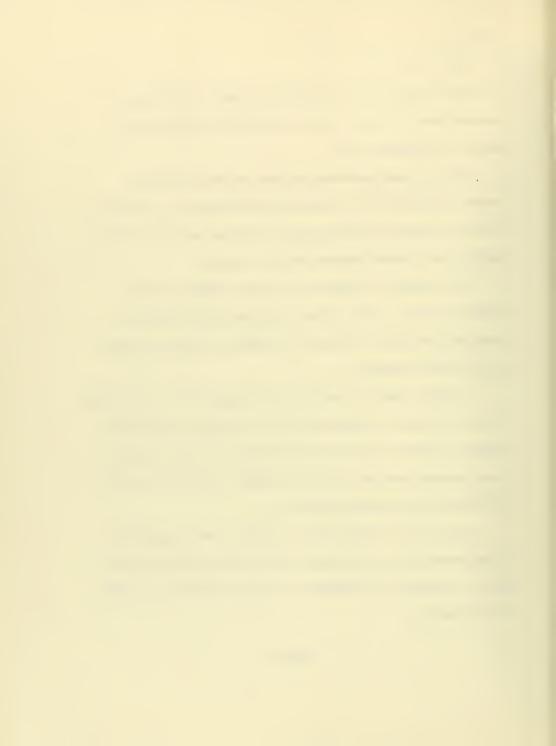
Products, both leading consumer products companies.

Mrs. Levine is a graduate of Columbia University Graduate
School of Business, with a Masters of Business Administration in
Marketing, and holds a Bachelor of Arts degree in Mathematics from
the University of Michigan.

As BART's Director of Marketing and Communications, Mrs. Levine will be responsible for marketing planning, advertising, promotions, marketing research, employee communications, passenger communications, passenger services, and media relations. She will assume the \$36,500 per year position on March 10.

Mrs. Levine and her husband, Matthew A. Levine, president of Pacific Select Corp., San Francisco-based marketing consulting firm, will now consolidate their Northern and Southern California residences in San Francisco.

#####





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 S-25 April 23, 1976

FOR IMMEDIATE RELEASE:

Contact: David Soblin, Manager

Office of Public Information

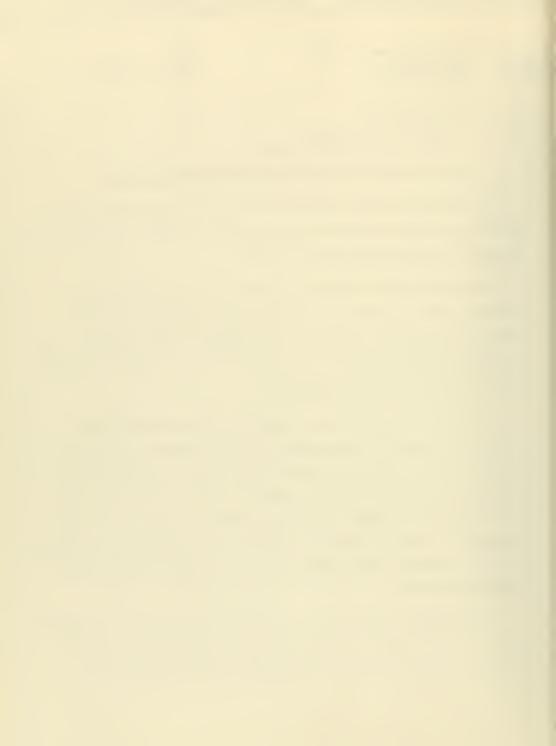
BART BOARD SETS OPENING DATE FOR EMBARCADERO STATION

The official public opening of the San Francisco Embarcadero
BART station will take place Thursday, May 27, 1976, it was announced today by BART President Elmer B. Cooper.

The Embarcadero Station, located on Market Street between Beale and Spear Streets, is a three level underground structure with six entrances on Market Street. The new transit facility will house both the new Muni Metro underground trolley system, scheduled to begin service in 1978, and BART.

Commenting on the station opening, BART President Ccoper stated, "The opening of Embarcadero Station marks the completion of construction of the 34th BART station. This new facility will provide not only significantly improved access to a vital area of San Francisco, but offers a new transportation alternative to the thousands of people who daily travel to and from employment centers, high rise apartments and retail and hotel complexes in and around Embarcadero Center."

The Embarcadero station was not part of the original 33-station BART system as planned in 1962. However, as plans for the vast development of lower Market Street emerged, the need for public



rapid transit access became evident.

In 1969, two agreements between BART and the City of San Francisco were executed, allocating \$1 million, provided by the City, to permit station design.

In 1971, additional funding, raised through a San Francisco bond issue and modifications of the Muni Metro design was secured to begin construction of the \$30 million transit station. Federal assistance in the amount of approximately \$11 million contributed to the overall cost.

The City of San Francisco, BART and local civic and business organizations are presently planning a selebration to mark the Embarcadero Station opening. The event will include a public "open house" in the station and surrounding commercial area.



VEWS MEEEWSE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 S-26 April 29, 1976

FOR IMMEDIATE RELEASE:

Contact: Mike Healy

Public Information Office

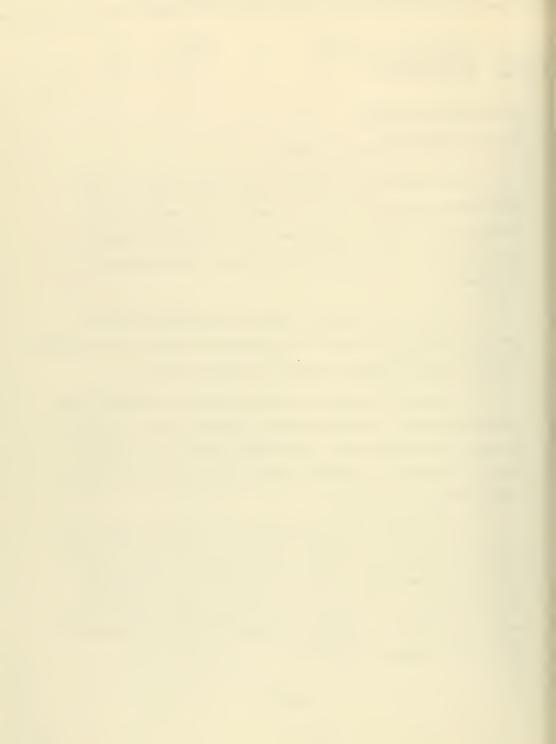
When BART's San Francisco Embarcadero Station has its grand opening Thursday, May 27, members of the public will be treated to some added conveniences in the shiny new automatic fare equipment - and to some degree, become instant computer programmers.

The new fare machines, which are now being installed, have improved design features not presently included in the original vending machines located at BART's 33 other stations.

The most noticeable innovation is in the automatic ticket vending machines. While the original equipment gives tickets for the exact amount deposited, the new Embarcadero ticket vendors will allow people to purchase a ticket and receive change for one dollar and five dollar bills.

For example, if a \$1.50 value on a ticket is desired, the patron may insert a five dollar bill, program the vendor accordingly, and automatically receive the remaining \$3.50 in change.

If the ticket is accidently programmed for a higher value than desired, the patron may program a deduction back to the required value before accepting the ticket.



Another feature of the new Embarcadero Station ticket equipment is the "addfare" machines' ability to automatically give change when an increase on ticket value is required. That is, if a patron needs an additional 10-cents on a ticket in order to exit the Embarcadero Station and inserts one dollar, the addfare machine will automatically return the difference of 90-cents. The original addfare machines in other BART stations require an exact amount to upgrade the ticket - requiring the patron to obtain proper change from a separate change-making machine. The Embarcadero addfare machines will also accept five dollar bills, as well as the one dollar bills and coin.

The new fare entry gates for Embarcadero Station have also been redesigned. While 25-cent minimum fare entry tickets may be purchased at the gates in all other BART stations, this feature has been eliminated in Embarcadero Station entry gates.

In explaining this modification, BART Assistant Treasurer

Dan Deliramich said, "Our past experience has shown that the minimum

fare feature slows traffic flow through the gates, especially during
the crowded peak hours."

The fare equipment for this new station, which consists of 12 ticket vendors, 4 addfare machines, and a combined total of 18 entry and exit gates, was purchased under contract with the Cubic Corporation of San Diego at a price of \$1.5 million. Approximately two thirds of the cost is being paid for by Federal funding under an Urban Mass Transportation Administration grant.





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 S-29 May 6, 1976

FOR IMMEDIATE RELEASE:

David M. Soblin, Acting Manager Office of Public Information

Contact: Mike Healy

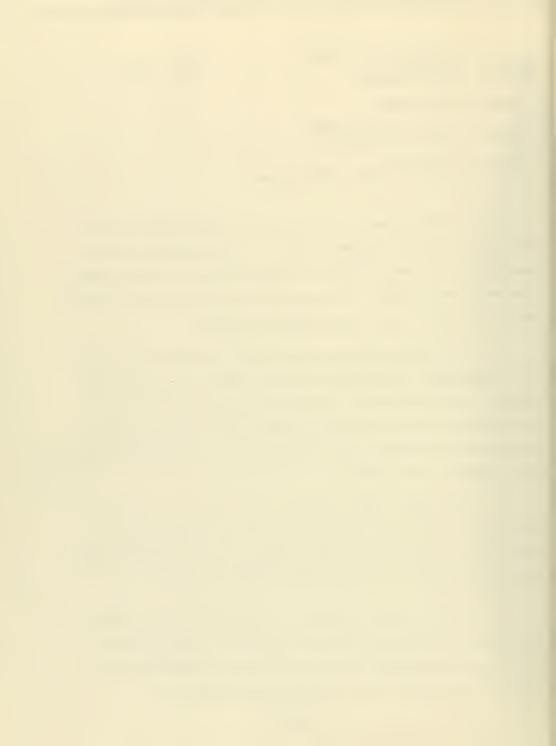
Office of Public Information

"People Power" is the byword when BART opens the new Embarcadero Station, Thursday, May 27. As the transit district gears up for the grand opening, attention begins to change focus from machines to people - the passengers and employees who will be the life blood of the new San Francisco station.

Some BART employees will serve the public directly on a day to day basis, while others who toil behind the scenes, will rarely, if ever, be seen or noticed by the passenger. But the coordinated working relationship between the various functions, and the people who fill them, bring about the important end product - good service to the customer.

This week, station agents, line supervisors, engineers, technicians, maintenance crews, central controllers, and phone information personnel are being marshaled and thoroughly prepared for the operational start-up of BART's 34th station.

"What it really amounts to," said BART Transportation
Supervisor Allen Bullock, "is the interface of people with the
structure and equipment, learning the many and varied characteristics of how things work, invididually and together."



For instance, Bullock and Training Supervisor Don Blair are presently making sure that station agents who will be assigned to the Embarcadero Station know as much as possible about the new improved automatic fare equipment, and how to quickly and efficiently handle any malfunction.

"Not only must agents know how the equipment works so that they may assist patrons, but also how to make instant minor adjustments when needed," Bullock said.

He said that aside from having a good working knowledge of the fare equipment the station agents and line supervisors must also receive training with regard to the communications network, closed circuit television, emergency alarm systems, the handicap elevators, and the station's 14 escalators. This is in addition to what must be known about the system in general.

"The one main objective," said Bullock, "is to translate all of this into offering the best possible service to the public."

While six station agents will make up the basic shift requirements for staffing the Embarcadero Station throughout the 5 a.m. to midnight service day, an additional ten agents must also be trained for relief duty when not at other stations.

Concurrently, in another important area, maintenance technicians are being oriented to the many other facets that go into the technical make-up of the station. These include communications, electrification, directional and train destination signs,



and local computer train control. All must be constantly kept in good working order according to the master maintenance plan.

BART installations engineer, Roy Maffei, who is a member of the start-up engineering team, said "It's like giving birth to a small underground city. When you enter the station all you see is a bright shiny structure that looks like it should always have been there. And, until you look behind the scenes - at the millions of feet of wire, the relay circuits, communication hook-ups and everything else - you simply take it all for granted. But its true magnificence, aside from its imaginative design and architecture, will probably only be seen by the people who must deal with the nuts and bolts to keep it all working smoothly."

On other fronts, BART's treasury department must initially stock the new Embarcadero ticket machines with 36,000 blank tickets and then keep them stocked. Phone information personnel, who are located near Central Control in BART's Oakland administration building are ready to respond in three languages to members of the public who may need information concerning the Embarcadero Station. Such requests might include exact location of the station's entrances and their relationship to the area, what connecting buses are available and where they go, or what is the schedule for the nearby Golden Gate ferry service between San Francisco's ferry building and Marin County.



4-4-4-4-4

Meanwhile, trains have already made a few practice program stops at the new station, preparing for the closely-approaching day when thousands of people will begin passing through the shiny aluminum doors.

#





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100 S-31 May 12, 1976

David M. Soblin, Acting Manager Office of Public Information

Contact: Mike Healy

Office of Public Information

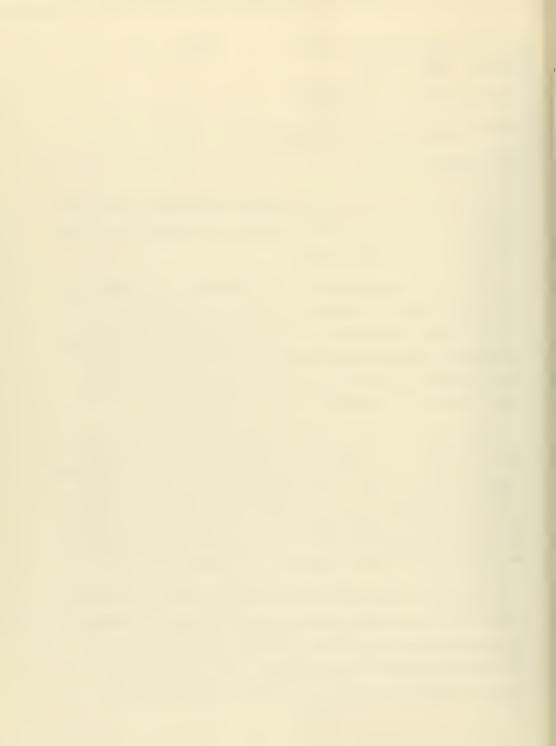
FOR IMMEDIATE RELEASE:

While BART's gleaming new Embarcadero Station is considered by many to be one of the most attractive on the line, it was one of the most challenging to build.

But, on the grand opening day of Thursday, May 27, when the public is invited to descend to the new station's 86 foot, or ten story depth, there will be no hint of the architectural and engineering problems encountered during its gestation period. These included such vexing obstacles as the high water table, soft earth and the tremendous hydrostatic pressures.

What will be seen is a three-level expanse of white marble floors, illuminated ceilings, burnished stainless steel amenities, tempered glass railings, and carnelian granite walls. At each end of the station is open space running from base to ceiling. These open areas, extending through all levels, will eventually be the home of monumental sculptures by two bay area artists.

To create as much open space as possible, the 700-foot long station was built without visible supporting pillars, something not incorporated in the design of BART's three other downtown San Francisco Market Street stations. This enables a viewer from the mezzanine level to see the full length and breadth



of the station, as well as the three different levels. The lower level houses the BART tracks, while the middle level will eventually provide service to the new Muni Metro.

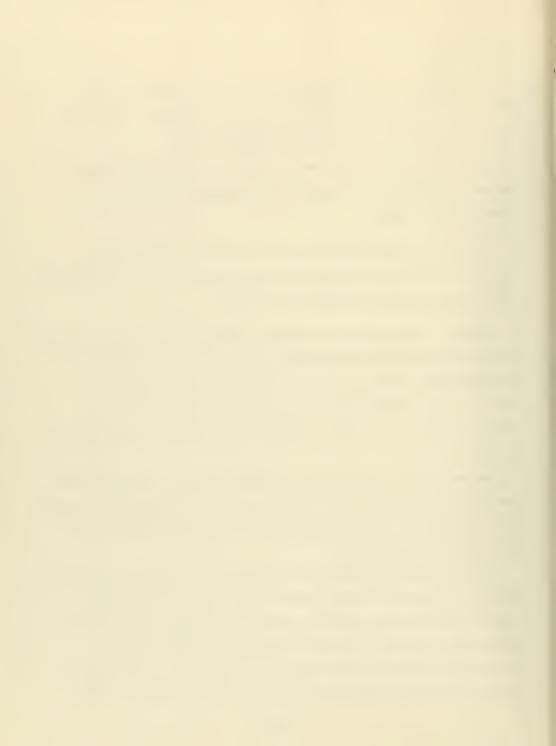
The clear span concept was a major key to the structure's design integrity as envisioned by the station's architect, the late Tallie B. Maule.

"There was some question in the early days about whether it could even be done, considering the enormous stresses involved," said present project architect Bill Cullen.

Cullen, who was Maule's associate throughout the design period, said much was learned and pioneered during the construction of the Montgomery, Powell, and Civic Center Stations, and, as a result, the new Embarcadero Station greatly benefited. This was primarily in the areas of design feasibility and construction methods.

He said that, in addition to normal aesthetic considerations, the objective was to create a total openness throughout the station by eliminating, as much as possible, any physical isolation for the station's future users.

Constructed in two phases, the first phase beginning in 1969 called for a box-like shell with 5-foot thick walls to be constructed around the trackway. Because of the high water table, which rises to within 13 feet of the Market Street surface, the station shell had to be virtually water-tight. This necessitated constant pumping until the shell's completion in 1971.



3-3-3-3

"It might be likened to building a giant submarine," said Cullen.

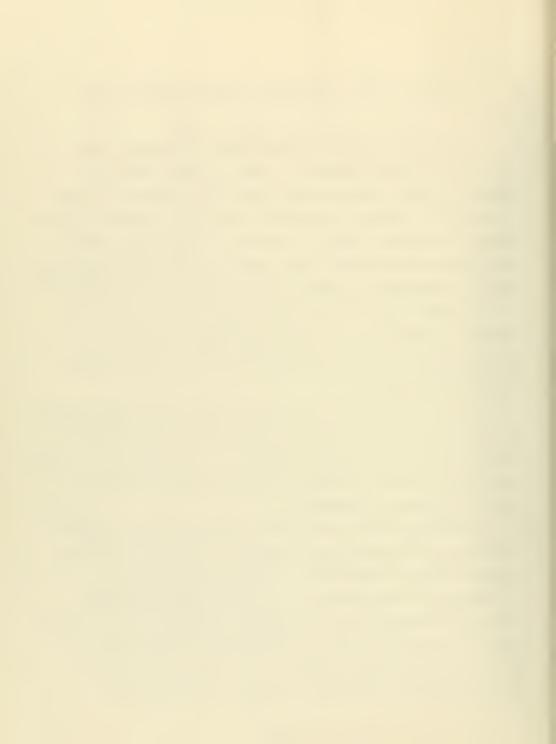
He said that one of the early problems encountered by the contractor, Morrison-Knudsen, Co., Inc. of Boise, Idaho, was keeping the shell from floating. Tons of ballast had to be used to anchor it - and keep it anchored in position - until the second phase of the project could get underway. It was planned that as new structures were added in the course of construction completion, equal or proportionate weight in ballast would then be removed.

The architectural finish contract was let on April 26, 1973 to Homer J. Olsen, Inc., a San Francisco based company. The contract called for the total station finish to be built inside the first stage shell.

"One of the concerns for the finish work was that construction of the three levels was required to take place without any disruption to BART train testing service on the station's lower level,"
Cullen said, "adding that this was accomplished by building a
false wall around the trackway."

He said the station's six street entrances had to be located according to the Market Street Development Project_design_which required that any variance be no more than four inches.

Because of its proximity to the transbay tube approachway, the distance between the two trackways running through the station narrows by about eight feet. This resulted in the base of the finished structure being narrower than the top. The width at the BART and Muni track levels is 50 feet, while the width



at the mezzanine level is about 90 feet where great longitudinal beams bridge the underside of Market Street and bear the street's weight, as well as help maintain structure integrity to the upper side walls.

One of Cullen's favorite thoughts to describe the immensity of the Embarcadero Station is, "To imagine tipping the Bank of America's 52-story world headquarters building on its side and putting it inside. And you'd probably have some room to spare."

BART's new Embarcadero Station, which is located on Market Street between Beale and Spears Streets, was built at a total cost of \$30 million - including all support facilities and equipment.

#





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone 465-4100

LMER B. COOPER

May 18, 1976

PRESIDENT

IELLO J. BIANCO

VICE PRESIDENT

C. HERRINGER

Market Street Development Project, Inc.

GENERAL MANAGER S

870 Market Street San Francisco, CA 94102

Mr. Bernard Averbuch

DIRECTORS

JAMES D. HILL

IELLO J. BIANCO

HARD O. CLARK

W.GLASSER, M.D.

DBERT S. ALLEN

IST DISTRICT

2ND DISTRICT

4TH DISTRICT

5TH DISTRICT

6TH DISTRICT

ELA HILL HUTCH

7TH DISTRICT

Dear Mr. Averbuch:

The Board of Directors of the San Francisco Bay Area Rapid Transit District would be honored if you could attend the board meeting at the Embarcadero Station on Thursday, May 27, at 10:30 a.m. at the concourse level of the station.

Your untiring efforts to make the Embarcadero Station a reality are well known to the City of San Francisco and to BART, and we will be pleased to present you with a suitably engrossed resolution in recognition of your achievements at that time.

Yours truly,

Elmer B. Cooper

President

EMER B. COOPER

BTH DISTRICT

IN H. KIRKWOOD

9TH DISTRICT



NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

S-33 May 19, 1976

David M. Soblin, Acting Manager Office of Public Information

Contact: Mike Healy

Office of Public Information

FOR IMMEDIATE RELEASE:

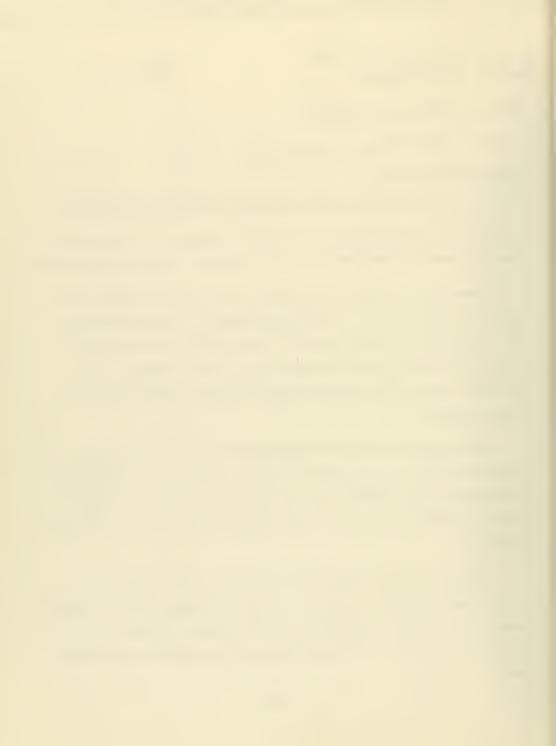
BART EMBARCADERO STATION OPENING MAY BOOST SYSTEM PATRONAGE

BART should experience a noticeable increase in riders when the new San Francisco Embarcadero Station goes into operation next week.

According to BART analysts, when the new station opens to the public, Thursday, May 27, following colorful 12 noon ceremonies, it is expected that approximately 28,000 trips each day will be made to and from the new downtown rapid transit facility. Many of these trips will be made by people presently using Montgomery Street station.

BART Passenger Service Manager Jack McDowell said the new station should not only relieve the heavy rush hour traffic flow at Montgomery, but could eventually attract about 9 to 10 thousand additional new riders to the system's present 130,000 daily passengers.

McDowell said the new station will be a prime access point for the many thousands of employees who now travel by other transit modes to and from the Embarcadero Center, Golden Gateway Project, Hyatt Regency Hotel, and other adjacent high employment commercial areas.



"This is not to mention the easy access the Embarcadero station will provide for shoppers and visitors," McDowell said.

Additionally, the proximity of the new BART station to the ferry terminal, will, in effect, provide a transit crossroads for East and West Bay rail and bus travelers, as well as ferry boat passengers going to and from Marin County. Because of this unique factor, the theme for the opening of BART's 34th and last station for the basic system, is "First Port O'Call in San Francisco".

"As an example of the many new travel possibilities offered" said McDowell, "a BART passenger coming from the East or West Bay, could arrive at the Embarcadero Station, stroll through the magnificient lobby of the Hyatt Regency Hotel; exit at the bay side and wander along Justin Herman Plaza, where numerous street artists their wares, and the controversial 150-foot Vaillancourt Fountain looms as a landmark to the area's aesthetic concept. And ferry boat riders from Marin County will find the new Embarcadero Station just two blocks from the San Francisco ferry terminal, offering convenient access to the entire downtown area for work, shopping, entertainment, appointments or, sight-seeing."





BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone 465-4100

May 12, 1976

ELMER B. COOPER PRESIDENT Mr. Jack Barron Project Manager Transit Task Force 770 Golden Gate Ave., Room 200 San Francisco, CA, 94102

NELLO J. BIANCO

VICE PRESIDENT

Dear Mr. Barron:

FRANK C. HERRINGER GENERAL MANAGER We were disappointed to learn of your decision not to participate in a preview reception in the Embarcadero Station on the evening of May 26.

DIRECTORS

3RD DISTRICT

6TH DISTRICT

8TH DISTRICT

While we agree that proper credit and recognition be given to those people and organizations instrumental in the funding and construction of this station, we believe this recognition should occur at a public ceremony, rather than at a private one.

JAMES D. HILL IST DISTRICT NELLO J. BIANCO 2ND DISTHICT RICHARD O. CLARK

Thus, we have decided to cancel the Wednesday, May 26 evening preview and devote all our efforts toward the public events occurring on Thursday, May 27.

HARVEY W.GLASSER.MD.

Our schedule of activities for the morning of Thursday, May 27 leading up to the public celebration and opening of the Embarcadero Station will begin with a 9:00 a.m. meeting of the BART Board at our Lake Merritt Headquarters building. The meeting will then be adjourned and directors, along with the press, will board a train and reconvene on the concourse level of the Embarcadero Station as a prelude to the opening event.

4TH DISTRICT ROBERT S. ALLEN

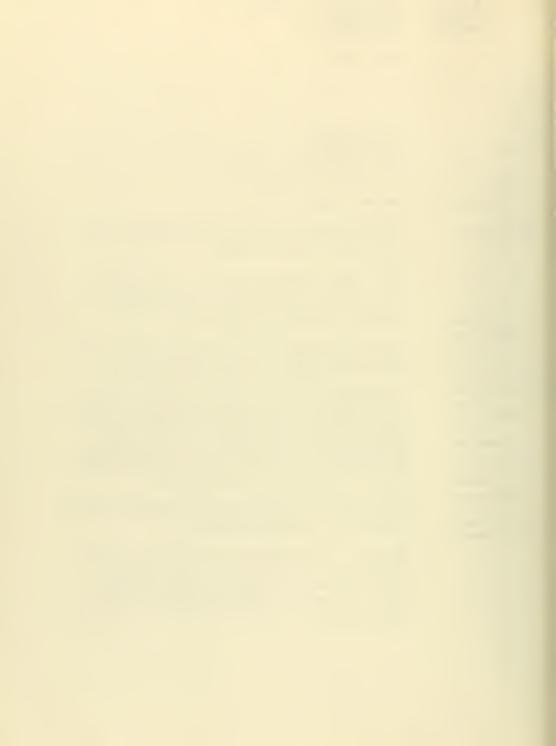
5TH DISTRICT JOHN GLENN

> Following the Board meeting would be the official opening of the station at a street side ceremony with free rides for the public from 12:30 to 3:00 p.m.

ELLA HILL HUTCH 7TH DISTRICE ELMER B. COOPER

> As stated, proper recognition should be given to those instrumental in the funding, construction and design of this station. We have included the presentation of Board resolutions of appreciation plaques to the MSDP, Mrs. A. Falk and Mrs. T. Maule in our agenda for our concourse level Board meeting just prior to the opening ceremony, May 27.

JOHN H. KIRKWOOD 9TH DISTRICT



Mr. Jack Barron May 12, 1976 Page Two

Our opening ceremony will include the introduction of special guests. We would like Assemblyman Leo McCarthy and Supervisor President Quentin Kopp to make brack remarks, and Mayor George Moscone to give the major address.

We have taken the liberty of using the lists of invitees provided by the MSDP to send out invitations to the opening ceremony and feel that it will be a positive event.

We look forward to working with you,

Elmer B. Cooper

President, Board of Directors

cc: B. Averbuch





OFFICE OF THE

CITY AND COUNTY OF SAN FRANCISCO TRANSIT TASK FORCE

May 20, 1976

770 GOLDEN GATE AVE., ROOM 200 SAN FRANCISCO, CALIFORNIA 94102 558-3757

Mr. Elmer B. Cooper, President Board of Directors Bay Area Rapid Transit District 800 Madison Street Oakland, CA 94607

Dear Mr. Cooper:

Reference is made to your letter dated May 12, 1976 regarding the opening ceremony for the Embercadero Station.

There seems to be some misunderstanding in connection with the proposed preview reception that was to be hosted by Market Street Redevelopment Project and local businesses with support provided by BART and the Transit Task Force. In November 1975, a conditive was organized to plan and host this affair and also to provide input publicity and assistance to PART for DART's official Embarcadero Station opening ceremonies. The committee was composed of representatives of Harret Street Development Project, BART, Embarcadero Conter, S.P., P.G.&E., Heatt Regency, Equitable Life, Levi Strauss, and the Transit lask Force. Euring the period between November 1975 and April 1976 severel meetings were held where plans were further developed for the reception and the opening. From the beginning it was the general consensus of the dommittee that the preview reception should serve a multiplicity of purposes and should be well attended. Primarily the reception was to gain favorable advance publicity for EART, recognize those persons in the private and public sectors who were involved during the initial phases of the station development and to dedicate the Adrian Falk Memorial Inscription. Therefore, it was agreed that this affair should take place between 12:00 noon and 2:00 p.m. two days prior to the official opening ceremonies.

However, in late April, after much planning and the apparent adoption of these concepts by all parties BART representation on this committee was changed and the new representatives stated that they disagreed with these concepts and that BART would not permit a noontime celebration and that the proposed reception would have to be a low key evening affair to be held between 5:00 p.m. and 7:00 p.m. the night before the official opening. Further, there would not be a speaker's platform in the mezzanine area and there would not be any dedication or uncovering of the Adrian Falk Memorial Inscription.



Mr. Elmer B. Cooper May 20, 1976 Page 2-

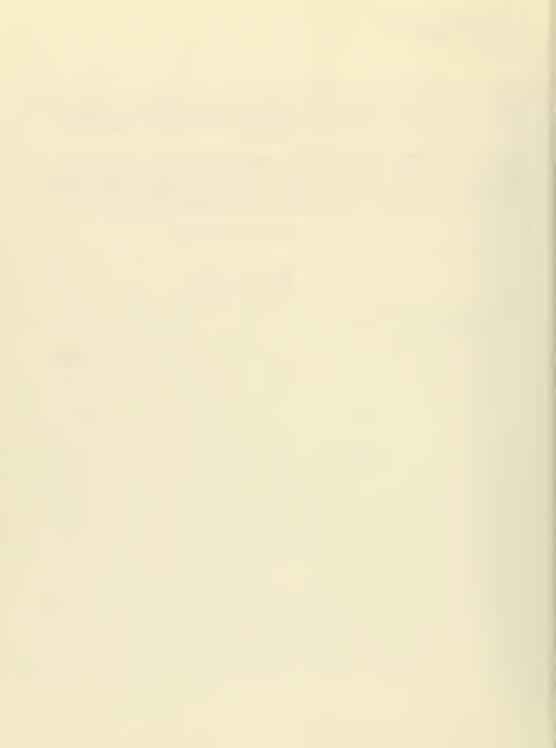
The remaining committee members were very disturbed and unhappy with BART's position and felt that a nightime celebration of this type would not be well attended and consequently did not warrant any further expenditure of effort or money.

We are also disappointed that after many persons in the private sector, current and former BART Directors and the City were successful in providing the Embarcadero Station we fail to culminate these efforts by the participation of all parties in a festive celebration of recognition that was to be hosted by the private sector.

Very truly yours,

Jack M. Barron Project Manager

c.c. Bernard Averbuch
Mary Burns
Thomas Mellon



arket street

COVERNITOR DICIGIO

ERS

lent IEN V. TRUITT Atkins

nan of the tive Committee

ICIS J. SITEK

resident

A. HAAG

House Hotel

MIN J. HENLEY, JR. all Banker & Co.

resident IRD G. KELLENBACH

in Savings & ssociation

esident
M LE FEVRE
oolworth Co.

Pesident

VARD PATRICK

E Company

T S. SAMUELS, JR. Samuels Co.

i. ANIXTER sain Investment Co.

TORS IERTANI

« America

H. BLACK Gas & Electric Co.

IN A. FINSTERBUSCH In Pacific Intation Co.

RD R. HENDERSON porium

G. HIGGINS

T LACKOVIC Savings & Sociation

STROM Find Lines — West LEDLER SCOTT

Irrst Corporation

Savings & sociation

etlerbach

TIVE DIRECTOR

MEMO:

EMBARCADERO STATION - Ceremonies

for Opening of BART

TENTATIVE DATE: 30 APRIL 1976

The Promotional Committee presently consists of the following:

JACK BARRON - Transit Task Force - 558-3757
LONNIE CALHOUN - Hyatt Regency - 788-1234
LEE HOPKINS - Equitable Life Assurance - 775-8091
CAROL KESLAR - Embarcadero Center - 986-7000
JIM McDONALD - Levi Strauss - 391-6200
HENRY M. ORTIZ - Southern Pacific Land - 362-1212
DAVE SOBLIN - BART - 465-4100
WILLIAM A. FINSTERBUSCH - Southern Pacific - 362-1212
JALAYNE SMELTZER - Embarcadero Center - 986-7000
BERNARD AVERBUCH - Market Street Project - 362-2500
SHARON deZORDO - Market Street Project - 362-2500

We are planning a series of events around the official opening of the Embarcadero Station that will include a Press Preview, a noon reception for VIPs and invited guests, and then a Saturday opening for the public to visit the station and ride the BART trains that will operate on that day.

It is also planned to have the MUNI/METRO section of the Embarcadero Station open to the public and a visual display of the new MUNI/METRO streetcar.

At the same time, we are planning to have stores and shops in the area open on the specific Saturday and feature BART sales and offer promotional material. Much of this will be coordinated through efforts of the Embarcadero Center and the Hyatt Regency.



EMBARCADERO STATION MEMO

Page Two

One Market Plaza will be having its formal opening ceremonies sometime later and will have a visual exhibit located in the station for the public opening.

Other stores and companies in the area will also be asked to have promotional material on display in the BART station.

Much of this activity will be directed to the public's attention of the new BART station available for use to them. At the same time, BART will be working with different companies to promote their services to employees through distribution of literature and other marketing services.

The next committee meeting is scheduled for February 9, 1976, at 10:00 am to be held in the offices of BART in Oakland.



BART BULLETIN

News of Special Interest to BART'S Riders

EMBARCADERO STATION OPENS

THURSDAY, MAY 27, 12:00 NOON

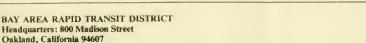
On Thursday, May 27, the Embarcadero Station will have its grand opening. The event will be marked by a public ceremony at 12:00 noon at the corners of Market, California and Drumm Streets.

From 12:30 to 3:00 p.m., free excursion rides from the Embarcadero Station only will be available. Tickets for these rides will also be good for excursion rides from the Embarcadero Station on May 31 from 10:00 a.m. to 3:00 p.m. Free parking will be available at the Embarcadero Center on May 31.

Come and see BART's 34th station! One of the many highlights of the station is the new and improved ticket vending machines. As an added passenger convenience, the machines will return change if more than the desired ticket value is deposited. For example, if you deposit a \$5 bill, you can push a button to select a \$1.50 ticket and your ticket and change will be returned.

There will be many BART employees on hand that day to answer questions and demonstrate how to use the new equipment. Many stores in the Embarcadero Center area will have special displays in the station, so there will be lots of things to see.

Come and join us in celebrating the opening of the Embarcadero Station on Thursday, May 27 at 12:00 noon!





Telephone: (415) 465-4100

May 24, 1976



NEWS RELEASE

S-35 May 21, 1976



BAY AREA RAPID TRANSIT DISTRICT 800 Madison Street Oakland, California 94607 Telephone (415) 465-4100

David M. Soblin, Acting Manager Office of Public Information

Contact: Mike Healy

Office of Public Information

FOR IMMEDIATE RELEASE:

A festive ribbon-cutting ceremony attended by top local officials and special guests will mark the opening of BART's sparkling new Embarcadero Station, Thursday, May 27, at 12 noon.

Principal speaker for the event will be San Francisco Mayor George Moscone, who will be introduced by BART Board President, Elmer B. Cooper.

The opening ceremony will take place on the little plaza in front of the station entrance at the corner of Market and Drumm Streets, next to the Hyatt Regency Hotel.

Also participating in the ceremony will be San Francisco Board of Supervisors

President Quentin L. Kopp, along with members of BART's Board of Directors and

General Manager Frank C. Herringer.

Music for the occasion will be provided by the award-winning Hayward High School Jazz Band and San Francisco's Red Garter Bank which will be roaming along Market Street and through the Embarcadero Center area beginning at about 10 a.m.

At the close of the ceremony, at approximately 12:30 p.m., members of the public will be invited to descend to the new station's gleaming mezzanine level where free souvenir tickets may be obtained from BART personnel.



The free-ride tickets will only be available to people entering the Embarcadero Station and valid until 3 p.m. The free excursion ride tickets will also be available for people entering the new station on Memorial Day holiday, Monday, May 31 between 10 a.m. and 3 p.m.

On the station's mezzanine level, visitors will see numerous colorful displays provided by stores and boutiques in the Embarcadero Center, such as Little Daisy, Bentley's for Accessories, Design Research, Casual Corner, Nina B; and others. Also CLOTH will have a showing of hanging fabrics, and there will be a demonstration on preparing Indian cuisine.

Several BART personnel will be available in the station along with the station's regular staff, to answer questions and be of general assistance to the public.

The Embarcadero Station is BART's 34th and final station to be built on the core system. While not part of the original 1962 plan, it will be one of the system's most important stations in offering new access to the downtown area.

#########



FOR IMMEDIATE RELEASE

SIDEBAR TO BART EMBARCADERO STATION OPENING

BART BOARD OF DIRECTORS TO HOLD MEETING IN NEW EMBARCADERO STATION

A regular meeting of the Board of Directors of the Bay Area Rapid Transit

District (BART) will be held in the new Embarcadero Station, prior to that

station's grand opening ceremonies, Thursday, May 27.

The BART Board will hold the second half of a regularly scheduled meeting on the concourse of the new San Francisco rapid transit facility, after conducting the first half at its normal meeting location at BART headquarters, 800 Madison Street, Oakland.

At 9:00 a.m., the board will convene in the BART Oakland administration building, to take up initial consideration of the preliminary 1976/77 budget. At approximately 10:30 a.m., the meeting will adjourn and the Board will ride a train for the Embarcadero Station.

The meeting will then reconvene on the concourse of Embarcadero Station.

Agenda items are official acceptance of the station from the construction

contractor, and acceptance of a Federal certificate designating BART as one of

200 United States "Horizons on Display" bicentennial sites. The board will also

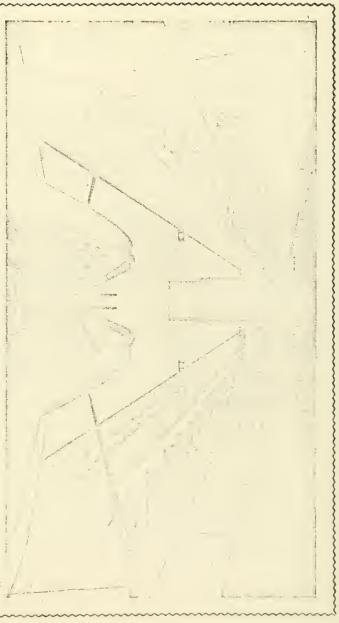
award special resolution plaques to the widows of Adrian Falk, first BART

president, and Tallie Maule, Embarcadero Station architect; and to the Market

Street Development Project.

Upon adjournment of the meeting, the board, BART staff, spectators and guests will move to the street level, where the official station opening ceremony is scheduled to begin at 12 noon.





Ils Nephunie Vas-

BART's glamarous \$30 millian Embarcadero station was unveiled yesterdary, and next Thursday it will be apened to the public. It is beneath Market street, between Beale and Spear streets. Six entrances lead to the mezzanine, where tickets are sold. The model level will handle the projected Muni Metro service. At 86

feet below the street is the BART level. When the station apens at noan Thursday souvenir takers for ane tree round fit p anywhere on the BART system will be sold, until 3 p.m., also between 10 a.m. and 3 p.m. May 31, Memarial Day. The station reportedly is large enough to hold the Bank of America headquarters building.



Elamine 6/3/16

Amtrak's chief worry: Money

When William T. Coleman Jr. is asked about Amtrak, he says nothing of silver rails, lonely whistles and iron horses that conquered the West. He talks about money.

The U.S. Secretary of Transportation mentioned that \$8 billion may be required to fix up the national rail service to attract enough passengers.

He doesn't think the public wants to pay that much.

On an official tour that happened to coincide with President Ford's primary campaign in California, Coleman visited Sacramento and San Francisco yester-

Dollars now invested in Amtrak would be better spent, he said, in hauling commuters in and out of the big cities. Only in areas of high population density do passenger trains begin to pay their way, he said.

"That's the type of public policy decision we're going to have to make," he said.

The nation's transportation boss also talked about:

BART: "History will probably congratulate those who started it."

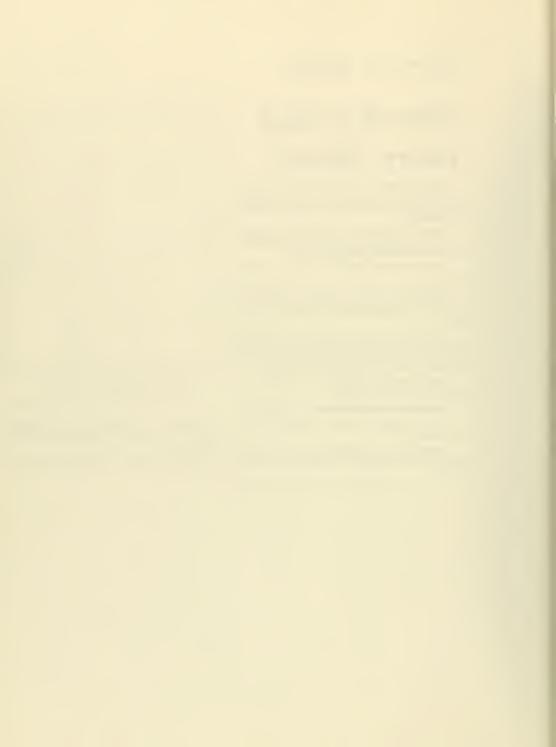
Speed Limits: "California's famous freeways, and other roads, are demonstrably safer because of reduced speeds."



Examiner Photo

Concorde: "... The demonstration period of up to 16 months will see if this could be a socially responsible aircraft."

Exclusive bus lanes: "The problems will work their way out."



Gleaming BART station opens

The Bay Area Rapid Transit District gave birth to a sparkling, new subway station - the Embarcadero - Thursday.

Subtitled as "First port o' call in San Francisco," the gleaming \$30 million station was the spectre of formal ribbon cutting and memorialization ccremodies.

Prior to the sunny, noontime ribbon cutting festivities with speeches from BART President Elmer Cooper of San Francisco, Mayor George Moscone and Board of Supervisors President Quentin Kopp, the widows of Embarcadero architect Tallic Maule and Adrien Falk, known as "The father of BART," were presented embossed board resolutions.

Falk and Maule are prominently honored for their achievement by individual Carnelian gra-

nite memorials in the Embarcadoro's mozzanine level.

BART directors also awarded an honorary resolution to the Market Street Development Project which rounded up the initial \$500,000 for architectural and feasibility studies on the district's 34th station 10 years ago.

Minutes before Mayor Mosconc cut the ribbon opening the facility, he lauded the workmen and engineers for constructing the 86 - foot deep, 700 foot long facility.

"I have been told this subway was like building a great submarine," said Moscone, referring to the structure's water-tight, five-foot thick walls.

Supervisor Kopp, a former BART director, called the station, "The crown jewel of the BART system.'

Maule designed the Market Street facility, between Spear and Beale Streets, with a concourse mezzanine constructed of Carnelian granite and stainless steel walls with white marble floors and luminous ecilings.

The side walls are sculptured and two - 50 - foot tall sculptures will eventually be installed at the end walls.

Escalators take transit patrons to the lower BART platform, which is built with pre - cast terrazzo walls with bas relief and chrome finished ccilings.

The station's middle level will have the Municipal Railway's new light rail vehicle trains in operation by early 1978.

characterizes BART's new Embarcadero Station. Patrons on the lobby level look through Muni - Metro boarding area BART trains waiting below behind phot grapher. (Photo by Don Ivers)

90



Jew Downtown;

The wait is over.

last station for the basic system. Embarcadero Station, the 34th and now be able to use BART's new the Embarcadero Center area will ployees, residents and visitors to Merchants, shoppers, em-

the ribbon-cutting. business leaders participating in Moscone and other civic and May 27 with Mayor George scheduled for 12 noon. Thursday, Opening Day ceremonics are

day users to save their souvenir Officials urge the opening the Embarcadero Station only. to 3 p.m. for persons boarding at BART is offering free rides from 12 day visitors to the new station, ticket as a memento. As a special bonus for opening Free Rides

to the new BART station in their formation and literature applicable chants will be providing inthe Embarcadero Center merrestaurants. In addition, several of Embarcadero Center shops and demonstrations from a number of station will find displays and course area of the three-level and San Leandro high schools and the Red Garter Band. The con-Hotel, jazz bands from Hayward Strings from the Hyatt Regency provided by the strolling Regency day festivities include music Other elements of the opening-

Possibly 10,000 New Riders

Station will relieve the heavy rush opening of the new Embarcadero Manager Jack McDowell said the Passenger Service

> the Hyatt Regency Hotel, check out a map in the new Embarcadero station as one of the trains streaks by, David W. Towner (left), General Manager of the Golden Galeway Center, and Charles Pierce, Executive Assistant Manager of

hour traffic flow at the Mont-"First Port O'Call in S.F."

passengers. system's present 130,000 daily Station could attract about 9,000 to eventually the Embareadero each day will be made to and from 10,000 additional new riders to the the new facility. He says that that approximately 28,000 trips gomery Station and it is expected

high employment commercial many thousands of employees who Regency Hotel and other adjacent Golden Gateway Centers, Hyatt to and from the Embarcadero and now travel by other transit modes will be a prime access point for the McDowell said the new station

> derives from the fact that the East and West Bay rail and bus Marin County. passengers going to and from travelers, as well as ferry boat provide a transit crossroads for to the ferry terminal, will, in effect, proximity of the new BART station O'Call in San Francisco." This Embareadero Station is "First Port The theme for the opening of the

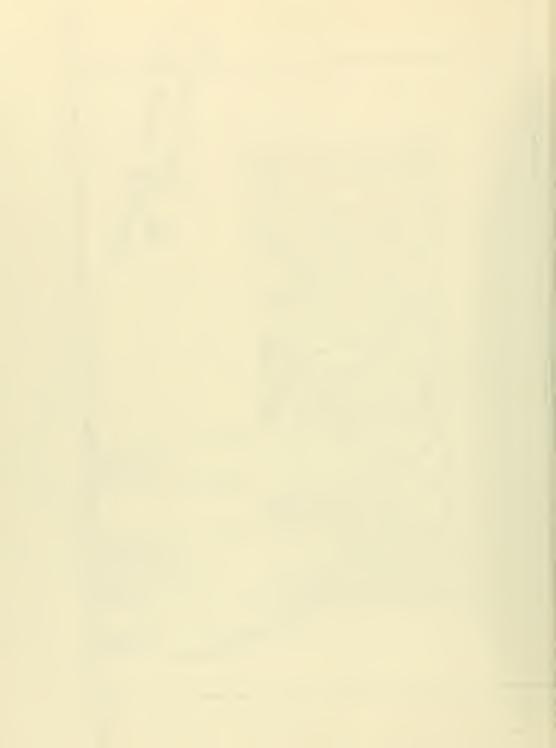
in the Embarcadero Center to the 41 shops and 15 restaurants could arrive at the Embarcadero coming from the East or West Bay complex where virtually any Station, take a short two-block walk For example, a BART passenger

> Embareadero Station. when coming out of BART's new virtually the first thing one sees also a must for the visitor and is plus its 8 shops and 6 restaurants is lobby of the Hyatt Regency Hotel Area via BART. The magnificent arriving from throughout the Bay walkways can be an exciting unique system of above-the-street discovery for the first-time visitor The Embarcadero Center with its product and service is available

community should make it all worth it. on the Embarcadero Center impact of the Embarcadero Station The wait was a long one, but the



SAN FRAN MEMORY PRESIDENT





Published by the Bay Area Rapid Transit District 800 Madison Street, Oakland, California 94607 (415) 465-4100

> Frank C Herringer, General Manager Bob Kraehe, Editor

> > a ==== 51

'ol. 1, No. 1

June 1976

New Plan Pays Cash for Ideas

A new Employees Suggestion Program, proved by BART Directors last month, rovides that employees making valuable roposals will be eligible to receive 10 perent of directly calculable first-year net usings, up to a maximum of \$25,000. The rogram also offers cash awards up to \$500 aaximum for suggestions of an "intangible r non-calculable" nature.

Helen O'Hanlon, a training analyst in le Personnel and Community Developent Department, has been in charge of

eveloping the new program.

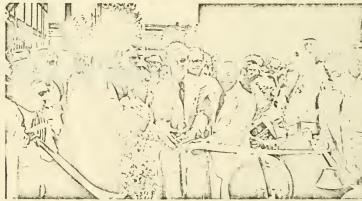
"Although the new program has been proved by the Board, a good deal of work mains in developing a comprehensive set f guidelines for evaluating suggestions," 'Hanlon said. "When we are satisfied at the procedures anticipate most of the tuations likely to arise, we'll send every uployee a detailed explanation of the rogram for his or her own personal files. Ae're hopeful we can get the procedures istributed by early July."

To qualify for 10 percent of first-year net ivings, the employee's suggestion must ertain to matters clearly not within the uployee's job duties or responsibilities, onversely, the employee cannot be eligile for eash awards if he or she has the ontrol or authority to implement the sugsition.

In her survey of similar programs in inustry, O'Hanlon found that most suggesons are aimed at (1) saving time, materils, or other cost items; (2) improving serice to patrons or reducing costs of service; 0 reducing waste, breakage, rejection ites; (4) new ways to reduce expensive aperwork and record-keeping; and (5)

(Continued on page 8)

Embarcadero Opens With Fun 'n Fanfare



Amid one of the largest station opening crowds in BART's history, the traditional ribbon was cut to officially open Embarcadero at 12.35 p.m. on May 27. Doing the honors are (I. to r.) San Francisco's BART Directors John Kirkwood, Ella Hill Hutch, Mayor George Moscone, and President Elmer Cooper. BART Police Officer Dan O'Connor is at right. (Many more photos inside)

Start-Up Team Puts It All Together

Shortly past midday, May 27, amid large and colorful ceremonies, the Board of Directors and their distinguished guests from San Francisco, the Bay Area, and California, declared the Embarcadero Station open for revenue service.

Reportedly still reverberating through the nearby transbay tube, is the rich and flowing rhetoric that attended the opening. And, never has rhetoric been more justified. The system's 34th station is far and away the most impressive station on the system, referred to by San Francisco Board of Supervisors' President Quentin Kopp as "BART's crown invel."

Dear reader . . .

This is the introductory issue of the District's new monthly publication for all employees.

After this issue, we'll distribute the paper through the system mail the first Wednesday of every month. We'll do our best to see that everyone receives a copy. But if on future first Wednesdays, you don't find a copy of the publication awailable to you in your work facility, please call the Public Information Office at X566 or X514, Lake Merritt, If you would like more copies of an issue, some extras should usually be available in the publication office. And, we encourage you to take the publication home, so your family and friends may be better acquainted with District activities.

With a monthly publishing schedule we won't, of course, presume to compete with newspapers, radio or 'TV on up-to-theminute coverage of District activities. In this periodical we will aim at providing you with in-depth or "background" coverage that you don't get in the general press. And, we'll cover matters of particular in-

(Continued on page 7)

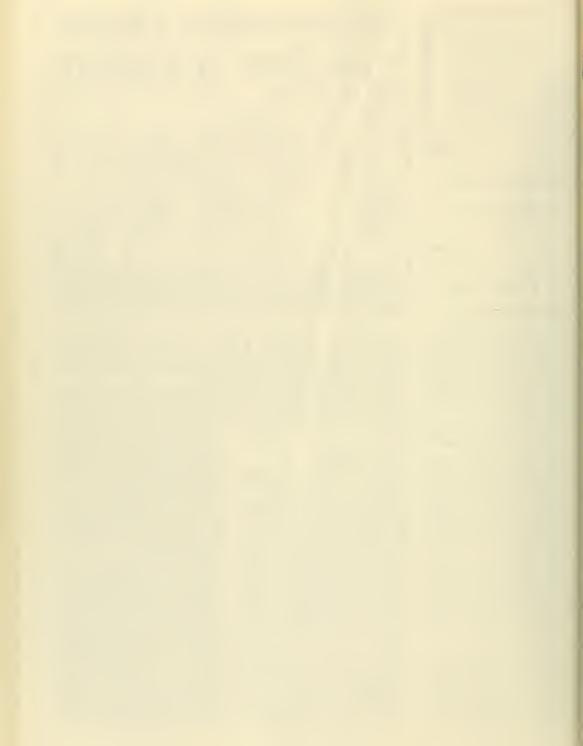
Not part of the originally planned system of 1962, Embarcadero was born later, conceived by a farsighted San Francisco business community and brought into being by a glittering showcase of architectural and engineering talent, the likes of whom may never be assembled again.

It was the child of the exciting, revitalizing spirit of the Golden Gateway Redevelopment Project, and now is mature—just in time to serve the growing Embarcadero area—and the thousands who live, work, and play there.

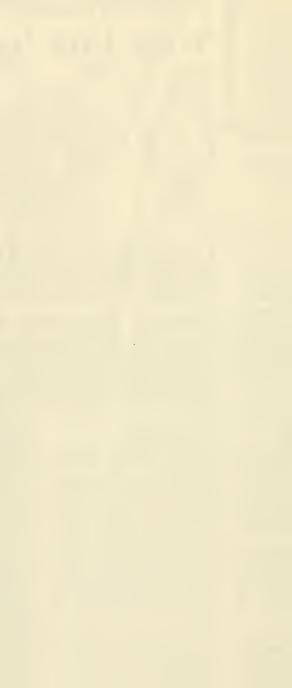
With the opening faultare two weeks past, we turn our attention to some of the people who were most closely associated with the Embarcadero Station project.

The place where we most reverently and respectfully begin our odyssey is before two beautiful memorials on the station mezzanine level. The first honors the memory of Adren J. Falk, whose place in Bay Area history is secure as "the father of BART," and its president for eight consecutive years. The second memorial honors the late Talhe B. Manle, As BART's architectural consultant, his imprint is on every BART station. But the free spirit eithis warm and gifted man is most accurately reflected in the awesome clear-span

(Continued on page 4)



SAN FRANCISCO FMRARCADERO



SAN FRANCISCO

EMBARCADERO





WHAT IS BART ALL ABOUT - IT'S ABOUT YOU!

This brochure is to introduce EMBARCADERO — the newest station on our 34 station network. You will see how convenient it is to ride BART. With our trains moving at speeds of up to 80 miles per hour, over a system of 71 miles of track, BART is the quickest way to travel - whether over, around, or under the bay.

If you are at a BART station and have any questions, please do not hesitate to ask our station agents who are located at information booths near the station entrance, or use one of our white courtesy telephones.

WHEN CAN YOU RIDE? BART trains run from 5:30 am to midnight. During the morning (6-9am) and evening (4-6pm) commute and throughout the day, we have 10 trains per hour through the station in each direction.

During the evening (7-12 midnight), we have 3 trains per hour through the station in each direction.

HOW TO BUY A TICKET Each passenger must have a ticket to ride BART. First check the Information Board at all BART stations for your destination point and fare cost.



STEP 1 -Insert your money (5¢, 10¢, 25¢, 50¢. \$1. \$5)



STEP 2 -After you have inserted the correct change, push the TICKET button.



STEP 3 -However, if you need change from the new Embarcadero Ticket Vendor, push the buttons marked +\$ (dollars) and +¢ (cents) to the total amount of fare you desire.



STEP 4 -Push the TICKET button. The machine will automatically collect the amount of fare and return your change along with your ticket.

When your ticket value falls below \$4, you can upgrade your ticket by adding 25¢ or more.

SPECIAL FARES Special fares are available on BART, but must be purchased at participating banks.

In the Embarcadero area discount tickets may be purchased from the following banks:

- · Bank of America · Barclay's Bank
- Crocker Bank Union Bank
- United California Bank
- Wells Fargo Bank
- · Security Pacific National Bank
- - · Senior citizens 65 and over can purchase a green ticket worth \$6.00 for 60¢.
- · Children 4 and under ride free. Children 5 through 12 and handicapped
- persons can purchase a red ticket worth \$6.00 for \$1.50.

32 31 El Cerrito P Oaken Embarcadero Montgomery St 33 10 .25 .25 16 19 2 .30 .30 Glen Fil .30 Balboa Daly Cit Rous Concord Daly City Richmond Fremont Fremont Daly City

ON





PARKING All station parking lots are free, except for 25¢ per day at the Lake Merritt subway station. There are no parking lots in downtown Berkeley, Oakland or any San Francisco stations. To help daytime travelers, convenient mid-day parking has been set aside at all parking lots from 9am to 4pm.

Ewh. T TRANSFER TO BUS Our BART and buses program makes it easy to get to BART and the surrounding areas. In San Francisco, a 25¢ discount ticket for the MUNI may be purchased from white machines near the exit. In East Bay, get a free AC Transit Transfer from a white machine in the BART station.

SPECIAL BART TOUR AND RIDE For only \$1.00, regardless of how far you travel, you can take round trip excursion rides, starting and ending at the same station within 3 hours between 9am and 3pm.

TAKE YOUR BICYCLE ALONG If you have a special permit, or your bicycle is collapsible at the frame, you can take it along on BART. Lockable bicycle racks are available at all stations except downtown Oakland, Berkeley, and San Francisco.

WHILE USING BART To insure the comfort of all passengers, we ask you to observe the following rules. Once inside the station fare gates or on trains, please do not smoke, eat, drink beverages, play radios or tape recorders, or bring pets (except in enclosed carrying cases).

PHONE US If you need more information call us at our phone information center.

Fremont/Union City area 793-BART

Tromont only area,		
μ.	'ward/San Leandro area 78	3-BART
LWF	more/Pleasanton area	2-BART
Oakland/Berkeley/Orinda area465-BART		
Richmond/El Cerrito area236-BART		
San Francisco/Daly City area788-BART		
South San Francisco/		
San	Bruno area87	3-BART
Lafayette/Walnut Creek/		
Con	ncord area93	3-BART
Anti	ioch/Pittsburg area	4-BART



Marketing Sets Aggressive Goals

The May 27 Embarcadero Station openr promotion also marked the beginning of long-range BART marketing effort which d emphasize "total employee effort" in sching its aggressive new indership goals.

parefully planned and executed, the unotional event was linked to an intensistation start-up effort (reported elsevere in this issue) involving a large unber of employees in Transportation, over & Way, Design & Construction, pasury, and Police Services.

The Emburcadero opening was an oction in which all BART employees — insportation, Maintenance, Engineering, Treasury, Police Services and sryone — demonstrated the full specing of all the things BART has to offer its iers," said Director of Marketing and immunications Diane Levine. "We in reting can only crate and ship the real rduct — which results from the inspirate, performance and hard work of those tole in the shops and on the line."

evine said that all employees will be nortant aspects of future marketing efortant aspects of future marketing efos aimed at increasing use of BART by trent riders, attracting new riders, and proving public awareness of system imrovements, accessibility, and expansion erice plans.

major factor in the big public turnout the opening was distribution of new tters and brochures, free souvenir extion tickets and cardboard model trains bughout a six-block radius of the sta-C. "Embarcadero Station: First Port 'O M in San Francisco," was the colorful the of the promotion.

Tie-in promotions were arranged with rehants. Patrons were notified of the snt with bulletins and destination sign rouncements. Invitations went out to 0 industry and government officials for recremonies. Advance news releases on event flowed out continuously, and a pital station preview was held for news that.

romotional activities were coordinated yadvertising and Promotions Manager ary Ferolic, and carried out by Bill on, Mike Healy, Carole Hirose, Jack Dowell, Al Rogers, Karen Sandeen, of Shirley, and David Soblin. The ephone Information Center personnel rected the station prior to opening.

taff volunteers who assisted the Station on the with the opening day crowds were acerta. Notrangelo, Gus Sarlas, Carlo foione, Virginia Webster, Grey Bale, para Neustadter, Al Rogers, Joan Van In, Fred Peil, Al Delauro, Lonie Arcas, orge. Bordokoff, Frank Harshbarger, firles. Lowder, Bob Miller, Carole Ise, Karen Sandeen, Kay Shinley, Fish Vd, Stan Eng, Chris Matthews, and her Birch.

Fat Turns to Muscle On Ridership 'Figure'

Our systemwide patronage figure is putting on weight again — only this time it's muscle instead of the fat resulting from the 40-day | Municipal | workers | strike in | San Francisco.

System daily patronage which was averaging 124,000 when the strike started March 31, rose to 154,000 by the last revenue day (May 7) before the strike ended. After settling back near the 125,000 level, it was back up to an honest 130,000-plus level in late May and still elimbing.

Strikebound San Francisco was "fat city" for the M-Line, as Muni ridersturned-BART riders increased business at the various stations from 41% to 216%. With 16th and 24th Street stations still 32% ahead of their pre-strike level, as of June 2, and the other stations still 3% to 5% ahead, the M-Line Transportation crew is fighting to keep its new riders.

"We must assume this residual new business represents former Muni riders who ride downtown from the Mission and beyond," said Transportation Supervisor Bob Rausch. Eve talked to some of them and I think we'll keep a lot of them. Our recent passenger survey should give us some answers."



New Posters Offered To Employees, Public

Have we got a deal for you? These colorful "First Port O' Call" posters, commemorating the opening of I mbarcadero, have become instant collector's items. Most of the pasters were used in retailers' promotions; but a limited supply has been held back for individual sales. Price is 50e to employees, and \$1 to everyone else. Contact Jackie Wyderinyer (x 561) in the Office of Advertising, Promotion & Sales at Eake Merritt.

Also being offered are the clever BART car cardboard cutouts developed for the opening — 10g to employees, 15g to others.

34th Station's Colorful Past

"Absolutely BART's finest architectural effort," was the verdict of those prestigious San Francisco business firms who comprise the Market Street Development Project (MSDP).

Bernard Averbuch, the Project's current executive director, retraced the genesis of the station, which had its beginnings with 15 large firms in the downtown area, and the San Francisco Redevelopment Agency's adjacent Golden Gateway Project.

Established in 1963 to implement plans for revitalization of the city's vital downfown Market Street area, the MSDP's first big undertaking was to advance the concept of building still another massive downtown Bart station under Market at Davis Street, which would serve the large work force for the area's high-rise redevelopment, just now coming into focus. It was a bold concept — and, relatively speaking, a very late one.

In 1964, the Project's first director, Harold McClendon, made the first station feasibility study. In 1967, the Project's second director, Terrell Hill, raised nearly half a million dollars from the downtown business community to finance the design of a heavy box structure around and over the planned trackway. It would be built along with the trackway, allowing trains to run through, even while the box was completed into a full station structure.

The bold concept one day became reality with the Redevelopment Agency's pledge of \$13 million in tax revenue bonds against future revenues of the Golden Gateway Project, for construction of the box and station design. The box was built between 1969 and 1971 at a cost of \$8.6 million. Reimbursement of the "seed money" was also made to the contributors from the bond funds.

Negotiations between BART and San Francisco, plus resulting lingation by a citizens group, delayed the start of the \$16 million completion phase until May, 1973 Sources of funding were BART fonds ttransferred from funds originally budgeted for construction of a Muni subway in the West Portal area), federal funds, and additional Redevelopment Agency funds. Total cost of the station is approximately \$30 million, including fare equipment.

The MSDP's second large undertaking has been San Francisco's \$24.5 million. Market Street beautification program, which mist wait inpon activation of the new Minn-level subway before its completion. By then, Averbuch thinks that the vision of those early Embarcadero Station princers will be more widely recognized.

Handrail Installations Progressing

As of last week, handrad installation had been completed on about 258 vehicles, with some 182 more cars to go.



Everyone came to Embarcadero's opening





"A highly professional effort," and "Couldn't be improved upon" . . . were the respective comments of General Manager Frank Herringer and Assistant General Manager—Operations Bob Gallaway concerning the Embarcadero opening.

M-Line "People-Pamperers" Take Charge

With the May 27 opening of the super-luxurious Embarcadero Station, the system's 'Pamper the Passenger' motto took on new meaning for Transportation's service-minded nen and women.

Transportation Supervisors George Ross and Don Blair put the facility's Station Agents through extensive training and familiarization sessions in the new Cubic AFC equipment and other station features. (All S/A's are scheduled to receive the Cubic training.)

Taking the new station under their wings, in addition to Montgomery and Powell, were Zone Supervisors Bob Cook and Jack Sue. M I me Supervisors Al Bullock and I yman Hubbard are concentrating their efforts on the I inbarcadero until its new routines are smoothly established. I rom his Daly City vantage point, Supervisor Jin Chiekahisa may soon be seeing a rise in patronage resulting from the new station opening.

Station Agents assigned to Embarcadero are Nancy Andrews, Joe Arriola, Karel Malinovsky, Norris Mason, Fred Mitchell, and Cynthia Tsang, assisted by M-Fine Extra Board crew. Backing up the "People Pamperers" at the Civic Center Transportation

Office are Clerks Sharon Rowbury and Mary Hill.

Closely monitoring the station's new activity patterns is a gimlet-eyed cadre of Police Services M-I ine personnel under Ft. Danner and Sergeants Chuck Lacy and Rod Williams. Patrol Officers inclinde Ron Todaro, Ron Petrillo, Clinick Guzman, Chuck Files, Jim McHenry, Bill Denes, Marty Gent, Harry Holder, Sam Robinson, and Leroy Millet.





Start-Up Team

(Continued from page 1)

design of this huge transportation center 86 feet under Market Street. In special resolutions presented on the day of the station opening, the BART Board paid glowing tributes to these men, as well as to the Market Street businessmen who were the prime movers in obtaining initial funding for design of the station.

The station shell was started in 1969 and completed in 1971. Because the project's funding complexities — in itself a long story — the station finishing contract wasn't begun until May 1973. The men associated with the project construction management phases through these years included BART's John Fendel, Bob Settle, Ed Nylund, and Colin McDonald, formerly of PB-T-B. BART design engineers associated with the project included "Bo" McCutchen, Stve Emerman, Jay Burns, and Roy Maffei. (Maffei was also a key engineer in the start-up effort.)

Two key men who coordinated station plans with Muni plans through the years were Jack Barron and Merrill Cohn of the San Francisco Transit Task Force.

Consulting resident engineer Harry Foster also followed the job all the way through with his staff: Will Schutte, Dave Ovenden, and Ted Mitchell. After the death of Tallie Maule, the mantle of principal architect passed to Bob Tobin of the Hertska-Knowles architectural firm. Also on the seene all through the job was project architect Bill Cullen, a former associate of Maule.

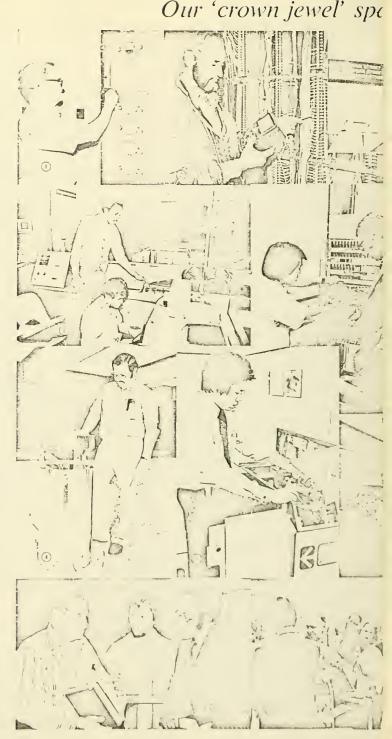
Contractor on the shell was Morrison-Knudsen Company, Inc., of Boise, Idaho, who also had the adjacent tunnel contract. The completion contractor was Homer J. Olsen, Inc., of Union City. By the time Olson turned over the station to us on May 17, BART's start-up team had long since been working with the contractor.

On the engineering side was Chuck Lowder who supervised plugging the station into the train control system. Dan Lee, Lou Areas, and Walter Locks froned out all the problems of interfacing station communications with those already on the system. Meanwhile, John Andrews and Jim Whitely were working long hours getting the new Cubic fare equipment installed.

As contractor forces withdrew step by step, the divisions of Power & Way dispatched more people into the station to make up punch lists and identify potential problems. Two key men in this gumshoe operation were Electrical's Steve Frazier and Mechanical's Dick Geul.

"We went overall systems, such as lighting, fire alarms, power distribution panels, and communications," says Frazier. "The station is in better shape than any previous one checked out." He credits this to "a helluva good job" done by Foster and his people and the contractor crew, plus the fact that BART personnel got into the station in time to do a thorough punch list job.

Electrical's Supervisor Bill Roc continued to throw manpower into the job with





and so did we!



Gil Ortiz, Sam Alikian, Stan Grizybicki, Fred Stahly, Howard Abney, John Konjicija, Tom Gerton, Tim O'Shea, Harry Gordon, Harold Shue, Bob Chaffee, and Bob Semple,

In the last countdown weeks there were Power & Way men all over the place, hanging from scaffolding like trapeze artists, cogitating over wiring diagrams, and checking off thousands of items. It was generally agreed among these troops that the best-kept secret of the start-up operation was the location of the Train Control Room, whose entrance differs from the other Market Street stations due to a vastly different structural design.

Especially busy making wiring changes and corrections to the Station Train Control System were the crews led by Dick Freitas, Wayne Henderson, Bill Sharkey, and Steve Abel. The technicians who put it all together included Norm On, John Lechman, Dean Ehmen, Kuang-Yuan Tsou, Ed Herrera, Charlie Ng, Lou Sims, Ken Lunch, Gus Fabian, John Elliott, Jose

Dominguez and Ho Louie.

Amid all this activity, various men from John Allen's group in Communications were seen speeding by with little black boxes in hand, as were fare equipment technicians Harry Gee and George Roth. From the Hayward "brain-bin" (Electronics Shop) came Norm Czeralski and Tom Davis to kick the fare equipment once or twice. Ed Ricci was seen making confidential reports, properly technical and obscure, for the Quality Control tolks.

Track & Structures supplied the heavy muscle in bringing the trackage up to the Cadillac-ride luxury level of the station, divesting the station of years of accumulated dirt and painting the trackway.

The Track group included: Benny Aguilera, Herby Bazan, Gary Burden, Jessie Calcote, Robert Daron, Dave Estrada, Ron George, Jesus Gutierrez, Ray Hodges, Al Laurena, "Souny" McAtee, Don Emmons, Eleno Padilla, Mark Rubenaker, Clint Thurmon, Clarence Tisdale, Charlie Wong and Alex Zarate.

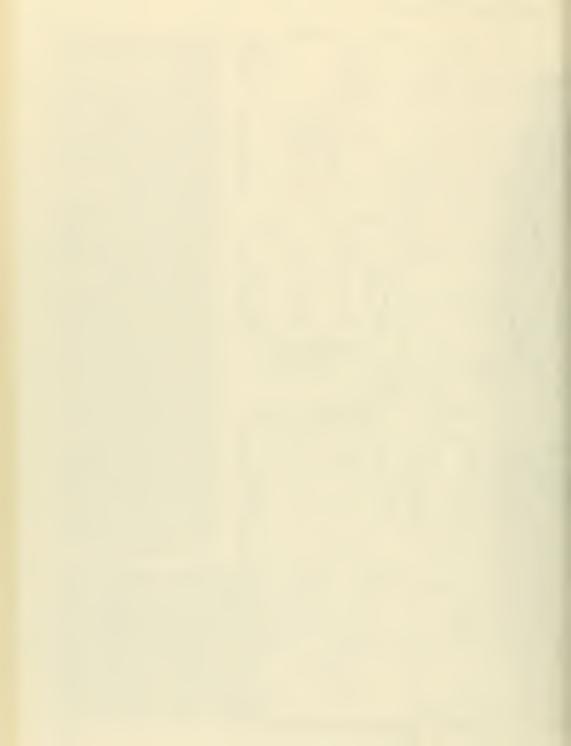
The Structures crew included. Anthony Asberry, Larry Cooper, Jim Coppedge, Tim Costa, Lou Davis, Robert Doromal,

(Continued on page 6)

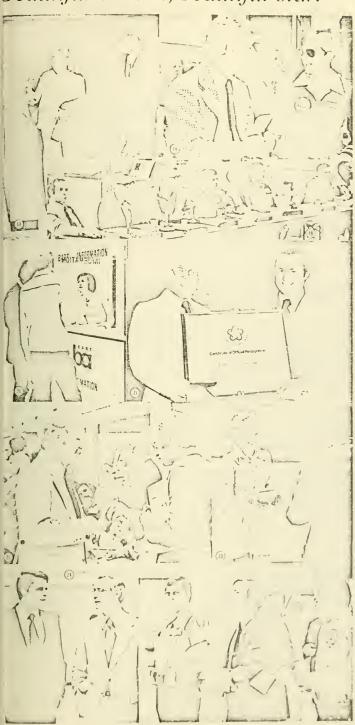
Last-day preparations find (1) Tech Harold Daly and (2) Electrician Steve (3) S.A.s. Norris Mason and Joe Frazier checking the black boxes (4) Plant Support Super Billy Lane Arriola stocking their booth showing off his fancy new receptacles (5) Treasury Supervisor Stan Eng adjusting gate innards (b) Engineer Andre Gabany and Architect Bilt Cullen discussing station status with President Cooper who kept an almost daily check on make-ready. Opening Day testivities lind to r.) Culten chatting with BART's honored gire to Mrs. Adnen Falk. Albert Samuels Market Street Development Association president, and Mrs. Talke (8) Tech Nurman On puthes in circuit card to activate ALO program stop under watchlut eye of AGM Ops Bob Gallaway () Construction Engineers Bnb Denmark Ted Mitchell Harry Foster Ed Nylund and Will Schutte hned up on serious charges of bur ling a station with no visible nicans of support (10) the patrons waiting for the gates (11) Analyst Ginnie Webster turning on the A. Me. charm

(12) BART Consultant Harold Willson taking first elevator ride - piloted by Consumer Rep Eish Ward (13) S.A. Cynthia Tsang milling the (14) Tech Flanning Director Fred Pell among customers feel at home the department heads out hacking up the troops (15) the train platform quickly filling up (16) M. Line honcho. Al Bullock at his busy com-

mand post



Beautiful station, beautiful start



Start-Up Team

(Continued from page 5)

Earl Hammons, Harold Hileman, Jessie Johnson, Ross Johnson, Augie Lara, Neal Lemon, Nick Lujan, John Ortega, Ed Taylor, Bob Trevino and Louie Vega.

Also working on painting and elean-up was a hard-charging Plant Support Division crew, which included Frank Gomez, John Bernavich, George Hodgerney, Bernie Blondin, Oroville Weather, and Mike Diaz. The station's array of locks were checked out by Bud Thiele and Eatl Nichols.

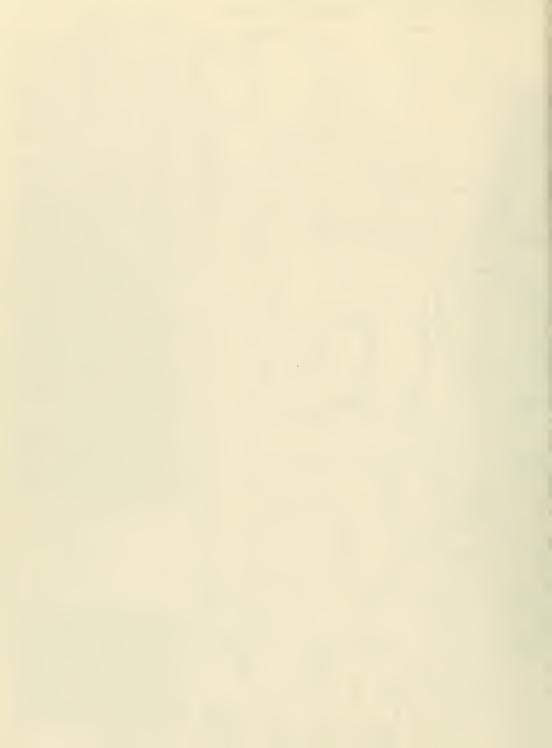
Last on the scene, just before the opening, were the spit 'n' polish boys from Supervisor Al Morinko's Utilities Division: Willie Anderson, Oscar Zagareta, Santos Correa, Carmelo Castro, Arthur Green, Saboru Mizutani, George Belluoini, Bruce Crandell, Ondre Fuller, Rob Bridges, Clarence Petty, Victor Bandueci, Henry Ehara, Roland Ganier, Al Moranco, Bill Harry, Joe Burrell, Ernie Suggs, Mike Rodriguez, John Chapman, Preston Nickolson, Robert Quon, Fravio Diaz, Sam Relerford, Juell Mackey, Ken Keyes, Bob Williams, Oscar Ortiz, Hernan Cordonero and Joe Domondon.

As opening day drew near, Treasury's big money boys from the Cash Handling Building began to plug the new station into the system's complex cash accountability and security procedures. Their work covered the encoding of new tickets (including 60,000 souvenir tickets), set up of ledgers, and filling the new fare machines with coinage, bills, and tickets. On Supervisor Stan Eng's start-up crew were Dennis Lozlowski, Clarence Lucas, Scott Miller, Gary McVey and Ed Newman.

By Wednesday, May 26, the station was the "readiest" station ever prepared for revenue service. Everything fit, everything worked... this big Embarcadero start-up crew had done its work well and with exceptional smoothness. Tomorrow would be Thursday: the station would henceforth be in the trust of the blue shirts from Transportation and Police Service.

More Opening Day testivities find (17) S.A. Korris Mason greeting first patron. San Francis, an Rei vy Pas Nai. (18) S.A. Mary An frews greeting May: M. S. . 10. (19) the station proud), and officially accepted by BART Direct is Jim Hitl. Bob Allen. John Glenn. Nello Rivinco. Elmer Cooper Harvey Glasser. John Kiriswood and Ella H. Hutch. (20) Legistative Analysi. John Van Hotin guinning, wites for BART.

(21) Preside it G - per al cepting award from official kent distance designating BARL as one of nation is discenterinal commemorative sites. (22) business brus at press lable as Information Officer Mike Healy (1) confers with NBC reporter. Steve Mailory. (23) Secretary Esther Birn hi with her winning Ass Mallis (24) G ineral Manager Birtinger chatting with Mayor Moscone and (25) (1) to 1) BART Police Officials on Danio Connort. Marx Huddleston, and Sgl. Ben Dabalos verping tabs on things.



AFC Primer on IBM-Cubic

Making its debut right along with the Embarcadero Station is BART's second-generation fare collection equipment manufactured by the Cubic Western Data division of Cubic Corporation, San Diego.

The station's \$1 million in fare equipment — all Cubic except for four IBM changers — neludes 18 gates, 12 ticket vendors, 4 Add Fare machines, plus readers in the two station

igent booths.

Completion of Cubic's \$6 million contract will see the new equipment installed in all stations to varying degrees, depending on where its advantages over the IBM equipment are most needed. Stations scheduled for Cubic gate arrays include Coliseum, 12th Street, Walnut Creek, El Cerrito Plaza, and Concord, Gate arrays must be either IBM or Cubic—hey cannot be mixed.

To those S/A's who rue the day the five dollar bill was ever invented comes the good news that the clever Cubic vendor changes fivers, as well as dollar bills, while dispensing

chate

chedufe.

About 80 employees are involved with fare collection. This includes Equipment Maintenance under Superintendent Lowell Bank's Communications Shop, Treasury's large ash-handling operation under Cashier Bill Gaulter, and BART's technical experts in

Equipment Engineering, John Andrews and Jim Whitely.

IBM

While the Cubic and IBM equipment differ, there are strong similarities, too — such as he outer configuration of vendors and gates. Cubic inherited much of its tooling and echnology from IBM, when the latter decided to exit through one of their own gates from he fare equipment business. Below is a table comparing both systems which you may wish o post as a handy reference.

CUBIC

back and forth between two fare schedules at

specified revenue hours

Separate machine changes \$1 bills and dimes, quarters, halves. Returns nickels, dimes, quarters — no bills.	Change-making.	Changer combined with Ticket Vendor, which makes change ONLY with ticket purchase.
Amount patron deposits in vendor determines icket value. Vendor accepts \$1 and \$5 bills, nickels, dimes, quarters, halves. \$2 bills not accepted. No change made.	by Vendor	Option 1. Patron automatically receives ticket of value equal to money desposited, as with IBM. Option 2. Patron may "dial in" desired ticket value by push buttons, and receive change. Vendor accepts \$1 and \$5 bills plus nickels, dimes, quarters, halves. Change returned in nickels and quarters — no bills. \$2 bills not accepted.
Jp-grades tickets only if less than \$4 value. Jinimum upgrading is 25c. No change.	Ticket Up-grading by Vendor	Up-grades tickets only if less than \$4 value. Minimum up-grading is 5c. However, minimum 25c must be inserted and machine will return 20c change if desired.
Aachine only processes tickets read "under- laid" by exit gates. Up-grades tickets unimum of 5c. Makes no change — only irocesses exact added lare required for exit. Iver-payment causes return of ticket and oins.	Add-fare	Machine only processes tickets read "under- paid" by exit gates. Up-grades tickets minimum of 5c. Only processes exact added lare required for exit. Accepts \$1 and \$5 bills and coins, and returns change in nickels and quarters — no bills
hecks ficket validity as to time and place of ntry and exit, and RVT (remaining ticket alue).	Station Reader	Same functions.
Iccepts quarters and nickels and dispenses IOc minimum fare tickets only. Air supply for ineumatically-operated gate located inside hanger cabinet.	Entry Gate	No ticket-vending feature. Opens with minimum Sc. RVT. Air supply for pneumatically-operated gate located in separate cabinet near vendors.
Nigital logic on IC cards	Machine Logic	Highly miniaturized computer circuitry called "micro-processors" Can be programmed for bonus
an be programmed for bonus	Fare Bonus	Can be programmed for bonus
an only be programmed for one lare	Dual Fare Rate	Can be programmed to shift automatically

Biz 'Right on Target' At 1st Port O' Call

"There's no question about it — we're already getting over 8,000 new trips daily from Embarcadero Station," said Research Analyst Ward Belding.

Remarkably close to the research staff's projections, patronage at the new station immediately materialized into 17,000 to 18,000 trips (entries-plus-exits), beginning on its first full day (Friday, May 28).

On Friday, June 4, Embarcadero was still registering more than 17,000 trips. About half these trips are diverted from Montgomery Station, judging from the decrease in entries and exits immediately there. The other 8,000 to 9,000 trips are new riders who immediately pushed system patronage from under 130,000 to over 135,000 with the opening of Embarcadero, On June 4, system patronage was f37,000.

"If a man does not keep pace with his companions

Perhaps he hears a different drummer Let him step to the music he hears No matter how measured or far away."

-John Donne

Dear reader . . ,

(Continued from page 1)

terest to the staff, which may not be of vital interest to outsiders. Also, we may be able to put some perspective on those stories you read or hear in the local news media.

We are currently developing a roster of Field Correspondents from each department and facility, and these people will be absolutely vital to the concept of BART news for BART people. We hope you'll be meeting our F/C's in the next issue (July 7). Other contributing writers will find a warm and supportive reception in these pages for their copy. We invite you to write us and discuss subject matter. We are very aware that the talent and educational level of both our exempt and non-exempt work force is rather extraordinary.

Our aims for this periodical — quite modest, really — are to provide you with something reasonably informative, interesting and useful regardless of where you are in the organization—and we'll try to have some fun along the way

In our noble quest to enrich your drablife, we shall be trying new ideas and changing things occasionally. You can help its find our proper niche by communicating with its about things of interest or concern to your about the District. We'll print letters to the editor provided their subject promises to interest someone other than the sender, his or her mother, or psychiatrist, or parole officer.

We have been asked about the status of that Irrendly, spritely, informative paper put out by our Irrends in Transportation. As far as we know, the Rapal Transcript will continue to amaze and beginde its readers. BART's two papers should live together happily ever after.



(ital BART Legislation Heads hto Summer Stretch in Sacto

Prospects for passage of vital BART funding legislation continued to look good in ramento as the Knox bill headed toward a vote by the full State Assembly this month. Le bill (AB 3785), as it now reads, would authorize additional half-cent sales tax revenues

chelp BART meet operating expenses, at least through 1977.

To put BART's situation in industry perspective, all other major transit systems in the LS, have some type of permanent, ongoing source of funds from which they can make up difference between farebox revenues and operating expenses from year to year. Thus, ir he matter of deficits, the entire transit industry is in the same leaky financial boat. What rkes BART almost unique, however, is that, after four years of operations, it still has no p manent subsidy from which to make up these annual deficits.

On March 16 of this year, Assemblyman John Knox (D-Richmond) introduced AB 3785, wich (as then worded) would have authorized BART to continue levying the half-cent ses tax in its three counties for an indefinite period. The original bill's intent was to poyide BART with a permanent subsidy for operation. Similar subsidies are enjoyed by Transit and the Muni (via property tax subsidies), as well as the rest of the transit

On its way through the Assembly Transportation Committee, the period in the Knox bill a extending the BART sales tax was changed from "indefinite" to a specific cut-off date clune 30, 1978. Such a period would extend BART's current authority to levy the tax only babout nine months, certainly requiring the District to return to the Legislature next year,

s:king needed funds for after 1977.

Another Knox bill amendment would authorize BART to issue \$9.8 million more in sales is revenue bonds to help meet cash flow requirements projected for the 1976-77 fiscal var. This new bond issue would bring the District to within \$4.4 million of funding the esposed \$85,7 million budget for fiscal 1976/77, now being reviewed by the Directors. This Edget allows for expansion of service — direct Richmond-to-Daly City, and weekends cring the period. Financially, there is a strong argument in favor of these service expansins since eliminating them would only reduce the proposed 1976/77 budget by \$1.4

BART management regrets a short-term extension of the sales tax, as the bill now reads. this time, it sees a long-term extension as the only way to provide BART with ally-needed funding stability, and to fund expanded service. Both management and the alyst agree on the sales tax as the best source of a BART subsidy. Where they disagree is bw and when to fund the costs of expanding service - direct Richmond service, weekend

rvice, and more trains in daily service.

Post's recommendations to the Legislature last year on BART funding generally have len interpreted to the effect that BART should not expand service in the near future cless it can do so out of the fare box. Citing this likelihood as virtually impossible, BART unagement maintains the system must be expanded soon, regardless of the fare box uation, if the taxpayers are to get the good return on their investment and the kind of rvice they were promised back in 1962.

Equally as important, says BAPT, expanded service is a necessary element in a "larger rategy" to reduce the Bay Area's extremely costly reliance on the automobile - an

creasingly costly burden on all citizens in many ways.

"Night service has won acceptance from the Legislature and the Metropolitan Transportion Commission, who both approved its start-up," said General Manager Frank Herger. "We are confident that the merits of other BART service expansions will eventually

ad similar approval.

Other Knox bill language picked up in the Assembly Transportation Committee, while merally in line with the analysts' service expansion views, clearly intends night service to main. The bill says that BART should not expand service beyond levels as of May 1, 976, until revenues from such expansions exceed their "fully-allocated" costs to BART. Among other amendments covering administrative and fiscal reporting requirements in e bill is one of particular interest to District employees: BART's annual budget increases lould not exceed the annual cost-of-living increase, as measured by the U.S. Bureau of

By the first week in June, the bill had cleared all necessary House committees and was eaded for a fully Assembly vote. If it passes the Assembly, as expected, the bill will

robably not be heard by the State Senate until its August session.

'Transiteers'' 'Family Day' Coming This Sunday

The BART Transiteers are getting all ood little boys and girls together this Sunay (June 13) for a big family day outing at larriott's "Great America" park from 9 .m. to 10 p.m. Transiteer President Larry 'eigler advises that "boys and girls of all ges should bring their BAR't parents, and take sure they behave themselves." Lots of fun rides there, in historical settings should make it ideal for Bicentennial buffs

Admission is \$6.75 for adults and clut dren 12 and above, \$5.75 for children 4 to t1, and children 3 and under admitted free. See your Fransiteer representative for tickets. The park is located off Highway 101 near Santa Clara.

Cash for Ideas

(Continued from page 1)

ways to improve production efficiency, tools, machinery, facilities, or working conditions without increasing eosts.

"A key procedure in the program will be how to determine whether or not a suggestion is, or is not, in the employees area of responsibility," said O'Hanlon, "Another key procedure will involve the accurate evaluation of benefits and calculation of first-year net savings."

"We may initially encounter some difficulties in administering the program, she said, "but we plan to anticipate as many different situations as possible."

An Employee Suggestion Committee will be appointed by the General Manager to receive recommendations (from department heads as to the value of a suggestion. A coordinator will be appointed to investigate specific proposals with the appropriate department heads, and will report the findings to the Committee.

The Committee will then recommend to the General Manager that the proposal be either rejected or adopted. Most suggestions, if adopted, will be on a trial basis for one or more months. If the suggestion proves of value, it could be a year before the cash award can be calculated for payment, depending on the complexity of the project. When suggestions pertain to intangible or noncalculable benefits, the Committee will set the eash award, up to \$500, on a judgmental basis.

EXTRA BOARD

We're saving this space for you . . . tet our classified ads help you sell unneeded items, or find that scrimshaw you've been looking for. Send your ad to: Editor, Public Information Office, BART HQ Bldg. Maximum of 3 lines, please, at 38 spaces per line.

New Type Escalators Enhance Embarcadero

Embarcadero Station's remarkable expanse of open-space, 86 feet below ground, is not only due to clear-span construction, but to the very latest in escalator design,

Conventional escalators placed over a closed in machine room are driven from the top end by one large electric motor. Embarcadero's Westinghouse elevators are of a new modular design, utilizing small motors positioned inside the endless stair belt. Thus, machine rooms are climinated entirely, giving the escalators a graceful, open look, almost as if they were suspended in air

Reportedly, the only other installation of the new modular escalators in California is in San Francisco's new Liberty Honse building



SUEWAY ROUTE MAP



(0).(1) 030 M12 HURRYMED ।(विनिध AND DEPORTE ONE WILL GOVAL RORE 1/3/5 वालाः काराः DUNDAGWES DIEFERIN elinisti. SPADIN William. (Harris off) A1337 . 13. F 2,177(0); (Heleles ल वश्वासाम्य

by Patricia Best

Toronto is fortunate enough to have fewer—or perhaps less severe—urban problems than other big North American cities. But one woe it does share is that of meeting the needs of a large commuter population.

The most uncertain aspect of urban transit in Toronto is not so much what future direction to take, but rather how to pay for it. Economics, probably more than any other single factor, will determine the route of Toronto's transit from now on.

While the Toronto transit system presently encompasses 1,200 buses, 151 trolley coaches, 388 streetcars and a subway with 490 cars, the key to the city's transportation future may just be the old reliable streetcar of the past.

Toronto is not alone in its economically-motivated reconsideration of the streetcar under its more modern name— the light rail vehicle (LRV). But the evaluation may be easier for Toronto because the streetcar has never left the scene. (For another view of the LRV, see page 16 for an interview with Peter Engelbrecht, managing director of the Munich Municipal Transport System.)

The Toronto Transit Commission (TTC)—which operates the large and busy system that last year counted more than 357 million revenue passengers—is expected to continue assessing the light rail versus heavy rail question into late 1976.

Heavy rail in Toronto currently includes a 25.7-mile subway line that has two routes and 49 stations. The system has a maximum capacity of 40,000 passengers per hour and rush hour service is every two minutes. Service is three and three-quarter minutes between trains at other times. The subway alone carried slightly more than two hundred million passengers in 1975.

The TTC runs subway cars manufactured by three firms. The first cars were purchased from Gloucester Railway Carriage and Wagon Co. Ltd. of Gloucester, England, for the opening of the initial service in 1954 and are still in operation. When the University line opened in 1963, Montroal Locomotive Works Ltd.

supplied 36 more vehicles. Since then, all cars have been purchased from Hawker Siddeley Ltd., including 134 cars on order for delivery starting in 1977.

The streetcars in use in Toronto are PCC (Presidents' Conference Committee) cars. The TTC also runs an old Peter Witt car for sightseeing tours. Most buses in the system's fleet are from General Motors, however a few were manufactured by Flyer Industries Ltd. of Winnipeg.

The commission started buying trolley coaches in 1947–48 and they have been used ever since, however new bodies were ordered from Flyer Industries in 1966. The motors and driving controls from the old trolleys were refurbished and installed in the new bodies.

Subway construction

Following construction of the initial subway line in 1954, the TTC has extended the system through substantial projects in 1963, 1966, 1968, 1973 and 1974. At present, one of its most ambitious additions is under construction. The Spadina line, as it is called, extends the western part of the Yonge-University U northwest, and will provide direct downtown service.

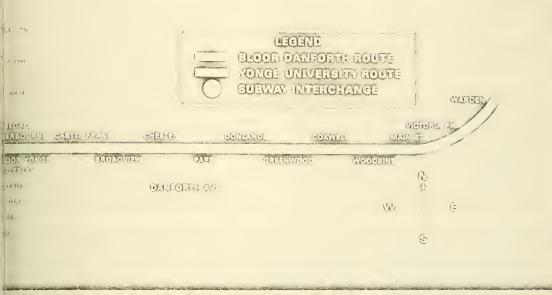
The Spadina leg was originally scheduled as a highway, but was shifted to tho subway plan. The decision originally brought increased capital grant funding, today, however, plans are in a state of flux, according to a TTC spokesman, because of the current budget crunch.

Costs for the 6.7-mile extension are low when compared to the billion-dollar price tag for Montreal's subway construction. The reason for this, aside from the smaller scale of the project, is that much of the line will run af-grado along the niedian of an expressway. The rest of the route is through built-up and mainly residential mild-town Toronto. The tunnel is built by the cut-and-cover method, rather than by tunneling, because of the local soil conditions. One portion of the line, however, was tunneled because it passes 90 feet east of historic Casa Loma.

4.VIV.1416

·/ s . s/1/2





Toronto also has plans pending for eastern and western extensions to the Bloor-Danforth line. The TTC is planning to extend the line by adding one more station at each end. Originally, the west end was to open January 1978 and the eastern addition in April 1978.

After months of bickering over budgets, the TTC has deferred construction at the western end by one year and the east by two years. There is some doubt that the eastern extension of the subway will ever be built.

Subways are not popular with Canadian politicians in these economically tight times. Many simply feel that subways cost too much. The anti-subway sentiment of politicians in Ontario and Ottawa exists despite a modal split in Toronto of 70 per cent for public transit in the downtown area during peak hours.

After years of promises from the federal government that it would help fund rapid transit, significant tangible support is yet to be seen. The province, which has provided 75 per cent of the capital costs and 50 per cent of the operational costs of urban transit, is now re-thinking the situation.

Financial problems

The Municipality of Metropolitan Toronto, which provides a part of the TTC financing, has trouble finding the money because of a limited tax base—a common complaint of Ontario municipalities—and the pressure of money demands from other departments. Transit must compele with social service requirements for its share of available funding.

Money from the fare box represents a decreasing proportion of revenue. Torontonians now pay 40 cents each or \$1 for three tokens, but this is expected to change. The city faces a growing confroversy over possible fare hikes since the province has frozen its financial support of the TTC's operating budget. The commission recently hired J. W. Leas and Associates, the transportation consultants, from Bryn Mawr, Penn., to undertako a fare structure study.

One of the ramifications of the general cost-cutting atmosphere in Toronto is a tempest over an art-in-the-subway program. The Spadina line, in an unprecedented nod to esthetics by the TTC, is slated to have 10 works of art featured in the stations. The cost is \$500,000—an astonishing amount to utilitarian Torontonians. The controversy is yet to be resolved, as the art lovers and the budget-minded battle it out. Neighboring Montreal has been rather successful in having industry, business and others fund some amount of artwork, murals, etc. in its stations.

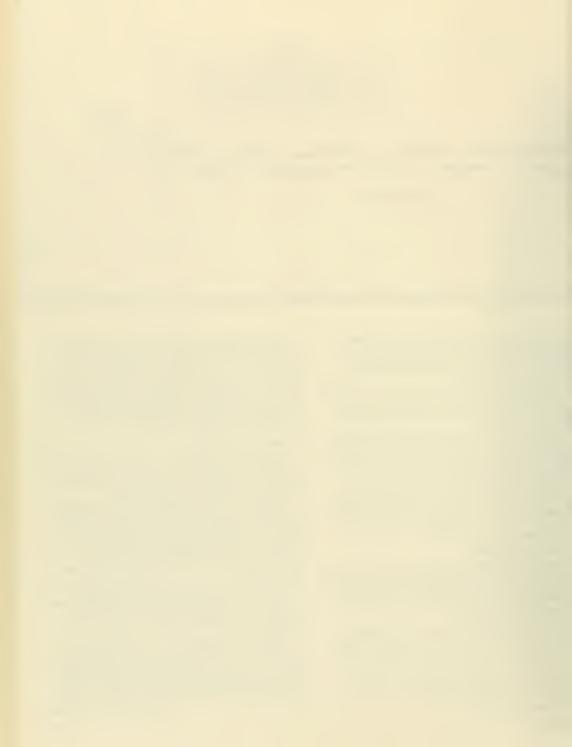
Toronto's streetcars

In addition to the subway system, streetcars are an integral part of TTC's transit system. In 1975, TTC owned 388 streetcars operating on 11 routes for a total of 46 miles. The streetcars are considered indispensable for downtown service.

Paul Godfrey, charman of Metropolitan Toronto (see story on page 10), sees the future of transit in Toronto as "a continuation of the route we're taking now. Toronto is going to be the most modern streetcar city. You have to look at the money question and it comes out LRV. It would be nice to build subways everywhere, but streetcars are the less expensive way and almost as comfortable and efficient. And you can get them into operation quicker."

R. J. Bower, the planning commissioner for Metropolitan Toronto, said: "The heavy subway demand has already been met for the central business district. Streetcars offer a lower passenger volume, lower cost and are quicker to put into place They offer flexibility."

However, transportation planners in Toronto are looking at LRVs for service to the suburbs of Scarborough, North York and Etobicoke. Originally slated to begin operation in 1978 was an LRV line from the eastern extremity of the east-west subway line to the recently created Scarborough Town Center. This has been delayed for at least one year, probably two, because of municipal (Continued on the next page).



and provincial budget restraints.

The line was first proposed as a cheaper alternative to a suburban subway route. It became a victim of budget constraints and was cut as an economy measure even though it has been deemed desperately needed.

"It looks like we're after the cheap stuff," says Nino Campitelli, who headed the project for Metro planning. "We don't want to start building a monument. A heavy separated grade design means heavy civil engineering with tunneling, elevation and stations. An at-grade design involves environmental conflicts: noise, vibration and bad landscaping."

One vehicle in contention for use along any future light rail line in Toronto is the product designed by Toronto's Urban Transportation Development Corp. (UTDC)—the Canadian Light Rail Vehicle, known as the CLRV (For background on UTDC, see MT, Vol. 1, No. 3, September 1974, pp. 8–9.)

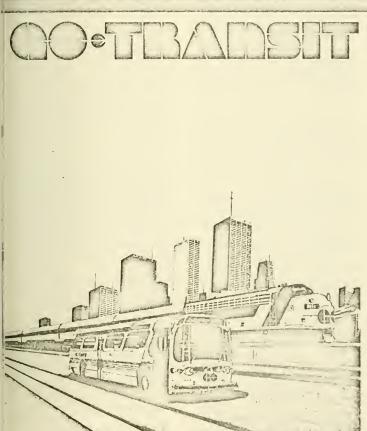
UTDC is an industrial and business development corporation created by the Ontario government. Its purpose is not to manufacture, but to initiate the development, production and implementation of new transit products in Canada and to market

them domestically and internationally. One of its first projects was the CLRV. Two hundred vehicles in the streetcar version were purchased by the TTC for use on existing downtown routes. Delivery will start in 1977 with 10 "pre-production" cars manufactured by Swiss Industrial Co. Although the new vehicles will first be used on the street, their design incorporates variations to encompass a wide range of uses, including separate right-of-way operations.

The CLRV's main design features emphasize adaptability for light rail transit operations, but other features provide for more efficient and longer vehicle life, improved passenger comfort and convenience and a reduction in environmental noise.

The TTC streetcar version is a four-axle single unit which seats 45 or 51 passengers, depending on seating options, and provides room for 60 to 90 standees. It is capable of multiple unit operation in trains of up to six cars under the control of a single operator.

The design concept also provides for future six-axle, 75-loot articulated models and eight-axle, 100-foot train cars. These two versions are for use as true light rail transit vehicles operating on segregated rights-of-way. All three versions can be produced with



Monday through Friday, some 44,000 Canadians are on the "go" commuters traveling up to 60 miles to reach the heart of urban Toronto and their jobs. They make the trip using an unusual inter-regional rail and bus service known as the GO—Government of Ontario—Transit system

When GO Transit first began a limited rail commuter service on May 23, 1967, even the experts didn't expect the rapid success of what was then a radical idea GO was the first attempt by a Canadian province to create and underwrite a commuter rail service cutting across municipal and regional boundaries that encompassed an area of some 3,200 square miles

The potentially risky decision to set up such a system was made following a study, which the Government of Ontario commissioned in 1962, to report on an overall transportation policy for Metropolitan Toronto and surrounding municipalities. It was one of the first large-scale approaches to urban transportation planning to be undertaken in Canada. The report's scope extended to 40 miles west of Toronto to Hamilton, 30 miles east to Oshawa and 60 miles north to Barrie.

By 1964, the region studied contained 85 rural and urban municipalities with a combined population of 2.8 million persons Spectacular growth rates promise a regional population of 6.5 million by the year 2000. Thus, the government saw the possibility for a successful commuter rail service to reduce auto traffic and cut the need for expanding major highways in



two or three doors or for double-ended operation. They can have automatic or honor fare systems and are adaptable to high-level (rapid transit) platform loading. The development of the CLRV type transit vehicle is important to Canada because most of its major cities currently seem to require medium density transit.

The UTDC credits the TTC with giving light rail a chance in Canada. Says Lorne Main, marketing vice-president of UTDC, "The TTC, with its reputation for innovation and independent thinking, has continued its commitment to fixed route transit when most North American planners claimed freeways and buses were going to be the answer to urban transportation problems."

In spite of budget problems, a burgeoning number of transit riders and a comparatively short time in the business, the TTC has acquired a reputation as being among the world's best transit operations.

This past summer the commission was invited by the city of Caracas, Venezuela, to submit a bid for the planning and supervision of the construction of a rapid transit system for that South American city. The contract also included the establishment of an operating authority and the training of

managerial and operating personnel.

The TTC and UTDC formed a consulting firm called Toronto Transit Consultants Ltd., for the purpose of bidding the job. Caracas also contacted London, Paris and West Germany for bids. London Transport eventually won the contract. At the time of the invitation, TTC General Secretary James McGuffin said, "It really is a tribute to Toronto to be asked to participate."

Richard Soberman, vice-president of UTDC, agrees. The motivation to get the contract was to establish a Canadian presence in foreign cities. "In North America," said Soberman, "Toronto's reputation is fantastic; worldwide, it's very creditable."

The TTC and UTDC, under the auspices of their newly-formed firm, plan to continue their participation in the transit export business. And in the meantime, Kirk Foley, president and founder of UTDC, will continue to warn Canadian transit people and any government that will listen that urban transit is the fundamental, number one problem in Canadian transportation.

Patricia Best covers transportation in Canada as a staff writer for Toronto's Daily Commercial News.

densely populated areas—allowing the money to be put to use elsewhere.

with the secretarion of the second second

A survey indicated that one in seven, or 5,500 commuters in all, would probably use the service each business day for a total of 11,000 return trips. Persons traveling to school, shopping, entertainment and for personal reasons could be expected to swell the total of all-purpose trips per day to 15,000. Predictions were it would take up to two years to reach this level. But no one anticipated what eventually happened.

The commuter rail proposal was given the green light by the Government of Ontario in May 1965—even though it showed a predicted annual operating deficit of \$2 million. Total capital cost of the project—including upgrading of existing Canadian National trackage, installation of computerized signalling and traffic control systems, construction of servicing facilities and purchasing of equipment—was about \$24 million.

The Ontario Department of Highways (now the Ministry of Transportation and Communications) was originally responsible for implementing and administering the new service. But in 1974 GO Transit operations were turned over to the newly formed Toronto Area Transit Operating Authority (TATOA), established by the Ontario Legislature to "design, establish and operate . . . an efficient and economical inter-regional transit system to serve the needs of persons requiring transportation as passengers across the boundaries of regional areas . . . "

In trying to seek the integration and co-

المراد والمراد والمراد

ordination of facilities, equipment, personnel training, service schedules and fare structures of inter-regional and regional transit systems, TATOA predicts passengers will eventually be able to buy a single ticket for local transit to the GO station, for GO rail to Union Station in Toronto and for the TTC (Toronto Transit Commission) subway to their office.

Three months after GO began limited rail service, it passed the 15,000 mark the experts said would take two years to reach. And it has continued growing ever since. By 1975, the rail service was used by 7.9 million passengers.

And in 1970, GO took another step towards expanding and integrating the regional transportation system by adding bus commuter services from localities east, west and north of Metro Toronto.

The aim was to provide an alternative to the automobile for the growing number of people who were living in these areas and where rail service was not immediately possible. Gray Coach Lines, a wholly owned subsidiary of the TTC operates GO bus service for GO Transit using buses owned by the Government of Ontario and augmented by coaches of its own, as well as another bus fine taken over by GO. In 1975, 3.8 million trips were made by GO bus service.

The tare structure reflect's GO's policy that commuter lares should be competitive with automobile commuting costs to Toronto, yet should not undercut other forms of public transit.

Beginning the first of April, a GO rail fare increased from 70 to 75 cents for trips

between stations up to 13 miles apart, with 5.2 cents added for each mile up to 21 and 4.7 cents per mile above that. Where buses operate parallel lines with GO trains, a commuter can use the same ticket to ride either the bus or train. A minimum adult fare on any GO bus is 50 cents.

A GO spokesman said the fare hike, the first since 1972, became necessary due to expanding operating costs that are not covered from fare box revenues. For example, he said fare box revenues in 1972 covered 79 per cent of GO's operating costs, while in 1975 the fare box met only 59 per cent of those costs. The 12 per cent across-the-board fare increase is expected to bring that level up to 62 per cent.

. As of April, GO rail equipment includes 83 single level coaches, 9 self-propelled units, 19 locomotives and 7 APCUs (Auxiliary Power Control Unit). In addition, 30 single level units are on order with the first cars to arrive this month, 80 double-level cars are ordered and delivery is expected to begin in September 1977, and two APCUs are on order. The GO bus fleet currently includes 70 vehicles, with 40 more on order.

In July 1970, GO Transit introduced the first experimental Dial-A-Bus commuter service in Canada. Since then, Dial-A-Bus service has been expanded and a number of other communities have adopted the service (for further information see MT, Vol. III. No. 3. March 1976 issue, pp. 30-31)

GO Transit, like any other transit system, has had its problems—mainly overcrowding during morning and afternoon rush hours

(Continued on page 24)



cludes the city of Toronto and five boroughs with 2.8 million residents, perched nervously on the edge of his chair. He is thoughtful, but preoccupied, and speaks rapidly, like a man harried by too many responsibilities. Outside his window lies a broad, open plaza where children are ice skating in the cold, intermittent sunshine.

Godfrey is well aware that Toronto's public transportation system is considered a model of success worldwide, even though in recent years, like urban transportation systems elsewhere, it too is now operating at a deficit.

Covering the 240 square miles of Metropolitan Toronto is a network of some 696 miles of streetcar, subway, bus, trolley bus and minibus lines that have placed public transportation within 2,000 feet of the homes of 95 per cent of the population. The lines are also carefully integrated for easy transferring from one to another. For example, 98 of the 114 surface routes make 13.5 connections with the subway. The subway—which first opened in 1954 and now consists of 26 miles of track with another 8.5 miles under construction or planned—has been a core city development bonanza.

Visitors from all over the world who come to study the Toronto transit system are shown the clusters of new, high-rise development that surround the subway stations. Godfrey believes the development has been an "economic shot in the arm" that has saved the City of Toronto from the kind of commercial and economic abandonment that has plagued so many American cities.

A study conducted in 1959, which was designed to measure the subway's impact on property values, found that total assessment for all of Toronto increased from \$1.346 million in 1950 to \$1.788 million in 1959 and, during the same period, property adjacent to the subway increased from \$530 million to \$770 million.

The Toronto Transit Commission (TTC) calculates that the additional growth, over and above what is considered normal, has been sufficient to produce more than \$5 million in annual taxes (based on appropriated mill rates) for the original Yonge line alone.

Godfrey says he feels the only mistake

the city made in building the subway was in not buying all of the land 400 or 500 feet back on all sides of it to control the development. "We should have been making the profit on the land and the developers on the buildings," he added.

After the remaining five or so miles of subway yet to be built are completed, Godfrey believes Toronto will end all plans for future subway construction. "It costs \$45 million per mile to build a subway," he explained, "and the cost is going up daily. We will be going more and more to streetcars, hopefully in their own right-of-way. That is the vehicle of the future."

He said Toronto had recently purchased 200 new streetcars which are now in operation and carry 18,000 passengers an hour at peak periods. "They are much better than buses, the maintenance costs are lower and there is a better availability of electricity." he said.

But it is the financing of urban mass transportation that concerns Godfrey the most. Until 1970, he points out, Toronto's transit system paid for itself. Then in 1971 it operated at a \$3 million deficit. In 1972 it was \$11 million; 1973, \$17 million; 1974, \$25 million; 1975, \$37 million and it is projected to operate \$52 million in the red this year. A substantial portion of those increased costs were due to labor costs after a nearly month-long strike in 1974

In spite of the soaring deficit problems, Godfrey remains sold on mass transportation as the only way to contain and control Canada's future growth. In the next 20 years, Canada expects to see an additional 12 million people moving into the urban areas, principally the three largest—Montreal, Toronto and Vancouver.

Godfrey, who is also president of the Canadian Federation of Mayors and Municipalities, argues that the federal government must control growth and change its attitudes about the role of public transportation. "We simply can't have the new compact developments that are required for more economical and livable cities unless transit too becomes a basic right."

In a recent speech before the Toronto Junior Board of Trade, Godfrey described the property tax base as an "outmoded method" of raising revenue, not capable of providing the gigantic amounts of public capital needed to continue building cities.

"In these periods of restraint it is easy to say we should cut back on local government spending and perhaps in some areas we can," he argues. "But it is folly to suggest that we cut back on those basic services and those basic constructions that are needed to create this cities of the next decade and the next century. Investing money in job-creating capital projects—especially transit—is not wasteful. It's a legitimate endeavor by government to channel its resources in ways that will benefit all the people, today and for years to come."

He said it will take a substantial investment of dollars to build the new transit systems that will become the "backbone" of Canadian urban growth for the next decade or two.

"The building and rebuilding of Canadian cities will be financially impossible unless efficient public transportation facilities are built first," he adds. "And there must, of necessity, be a major infusion of funding from the federal government. The federal government must realize that new transit equipment on a massive scale is necessary to turn things around in our cities. Transit orientation is the only economic solution for the development of new regional town centers and for the revival of downtown in so many of Canada's cities."

And Godfrey is talking about a lot of money, 25 per cent of transit construction and equipment costs or about \$200 million annually for the next decade or more

That \$200 million, he contends, is about half the amount the Canadian government spends on air transportation annually, less than a tenth of what it spends on national defense; about the same as it spends on water transportation and less than one-third of what Ottawa spends on recreation and culture.

"Surely," he concluded, "the urban transit needs of the municipalities deserve equal priority with water transport, air transport, recreation and culture."

Charles N Conconi is a free lance writer based in Washington, D C and is a Contributing Editor of The Washingtonian magazino. He is co-author of The Energy Balloon (McGraw-Hill)



INTERNATIONAL

egorus moth well eno

"The public purse
will not only
have to finance the
installation of means
of transport,
but it will also have
to provide the
necessary financial
aid to run them."

-Munich's Engelbrecht

by Joan C. Szabo

Despite the increasing popularity of the light rail vehicle, there is at least one public transit official who is skeptical about its future. With many years of experience in a city that has a reputation for having a well-balanced, model public transportation system, Peter Engelbrecht, Dipl. Ing., managing director of the Munich Municipal Transport System, told Mass Transit that "many of the people preparing light rail vehicles have never had the responsibility to make them arrive."

Today, Munich is not only served by two rapid rail systems—the municipal underground or *U-Bahn* and the federal railway system or *S-Bahn*—but a fleet of buses and streetcars as well. Engelbrecht, who is in charge of a transit system that serves 2.2 million inhabitants in the Munich area and uses over 100 underground rail cars, 450 buses and 500 streetcars—said that he sees the future of public transportation with subways and buses. "Subways and buses are the only solutions," he said. The initial Munich subway line once was a heavily traveled tram line.

Engelbrecht has strong feelings about the way light rail vehicles should be employed, and he points out that his knowledge comes from many years of experience in West Germany, including 11 years of reorganizing the tram system in Hamburg, a city which has one of the most integrated and well-run transit systems in the world

He said that two points must be stressed in discussing light rail transit. First, the right of way must be protected and segregated" and second, "with adequate subway supplemented by buses, there is no need for a third technology. For example, he said that "a track lugitive vehicle might be of better use than a track-forced one, such as a bus on its own right of way and in cases of greater traffic volume—an articulated version. If and when electric traction is required, the good old trolley bus (or trackless trolley) might be a proposal with the necessary amendments.

Two trolley bus developments currently are underway in Western Europe. In Switzerland, new trolley buses are fitted with small combustion engines and in West.



Germany, the Ministry of Research and Development is supporting a trolley bus experiment in the city of Esslingen near Stuttgart. This demonstration trolley bus is automatically coupled to and decoupled from the live wires and can be powered by battery. Engelbrecht said that developments such as these "might be competitive in medium-size traffic situations with low track protection."

In regard to the segregated right of way, Engelbrecht told Mass Transit that "light rail that is not segregated is taking us back 50 years... What is needed is 100 per cent track protection as long as you are track forced."

Engelbrecht contends that "light rail clearly must be defined as semi-Metro or as pre-Metro, that is light railway must be separated from any interference by other traffic." In Munich, 75 per cent of the tram system has its own right of way. Additionally, Engelbrecht cites the high risk of accidents with light rail that is not segregated. He said "with street railway-and I prefer that term because it tells the truth-we have a high accident rate." He said that "Experience and investigations seem to indicate that a tracked system will give the best record in safety, reliability and economy if it is not vulnerable and dangerous to other road users, thanks to track protection."

He said that plans for the Munich transit system include the phasing out of trams as the underground or *U-Bahn* is extended. At first, the city plans to reduce the number of trams from 500 to 430 and increase the number of subway cars from 100 to 150. Engelbrecht told *Mass Transit* that the only surface transit required once the underground is completed will be "buses for lilling and leeding." He pointed out that Hamburg also is trying to phase out its trams and that West Berlin already has accomplished this objective and there are no more trams in the divided city.

Improvements

Munich began its subway construction in 1965 and by Oct 19, 1971, 12 kilometers (7.2 miles) of underground were in operation. By May 8, 1972, the underground was extended to 16 kilometers (9.6 miles) in time for the 1972 sumnier Olympics. To

finance the construction of the subway, the city received about 20 per cent of its funds from the state government (The Free State of Bavaria) and 60 per cent from the federal government. Portions of the funds allocated by the federal government come from a tax on gasoline and diesel fuel. Engelbrecht estimates that from 1965 to 1972, \$600 million was spent on the construction of the high-speed railway for the Munich area, which includes the federal railway as well.

Engelbrecht said that Munich currently has 15 additional kilometers of *U-Bahn* under construction slated to open by 1980, another 15 kilometers in various construction stages and 15 more in the planning stage. By 1980, the city of Munich expects that 38 per cent of the city's transportation system will be *U-Bahn*, 30 per cent will consist of buses and 32 per cent streetcars.

The underground plan—shaped like a triangle around the center city—is made up of three semi-independent routes. One leg of the triangle is in operation, the second one is under construction and the third is in the planning stages. The Munich *U-Bahn* can carry 40,000 people per hour in each direction.

Munich also is served by the federal railway or S-Bahn which connects the outlying suburban and rural areas to the city The U-Bahn and S-Bahn lines meet in an underground four-story transfer building at the "Marienplatz" in the city center. Engelbrecht said that since May 1972, the S-Bahn trains have used a new 4.2 kilometer-long tunnel which extends from the main railroad station to the east railroad station. The tunnel links up six suburban lines west of Munich via four stations in the city center with live suburban lines in the east of the city. On the outskirts of the city, U-Bahn and S-Bahn have parallel operation so that passengers may change on the same level by walking across the common central platform.

The S-Bahn in the Munich area uses modern motor train sets which travel at an average of 40 kilometers an hour on a 400-kilometer-long city railway net. These 15,000-volt train units operate in sets of 3, 6 or 9 coaches. Together, the municipal transit system (U-Bahn, trams, and buses)

and the federal government's *S-Bahn* offer the city and surrounding area a total of 1,400 kilometers of rail network. Engelbrecht said that the *S-Bahn* ridership now is 100 per cent over what was originally estimated and *U-Bahn* ridership, 25 per cent more.

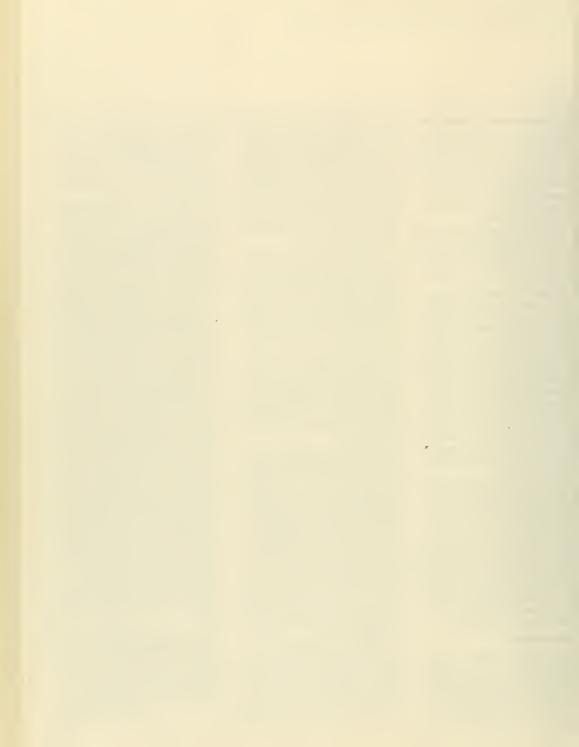
In 1972, a new joint transportation agency called "Munchener Verkehrsverbund" was established to provide passengers with a unified fare and schedule system. This integrated plan allows a single fare system to be used for all the city's different transit modes—*U-Bahn*, *S-Bahn*, trams and buses. The lare system, based on zones and time, offers single or multiple rides as well as weekly or monthly passes.

Automatic ticket and cancellation machines are located at the entrance of underground and surface level stations for passenger convenience and faster service. Ticket purchasing and cancellation is on an honor basis with periodic checks made from time to time by special patrolmen traveling on the cars. Transit riders without a valid ticket in their possession are subject to a heavy fine. All the major transit systems in Germany operate on the honor system. Engelbrecht estimates that Munich loses 2 per cent of its fares from nonpayment but saves about 12 per cent by eliminating other fare collection costs.

Clearly understandable passenger information is provided throughout the entire system. Special displays of the system's schedules, routes and lines are located in each station and the blue and white logo "U" for *U-Bahn* and the white and green "S" for *S-Bahn* designate the entrance to underground stations. Internationally understood pictograms displayed at the escalators warn passengers that dogs should not be walked down the moving stairs and instruct parents with baby carriages on the proper way to use the escalators.

Surface improvements

Public transportation improvement began in Munich in the 1960s and today for the most part the main objectives of the plan—independent transport by rapid rail, the integration of the existing surface modes with the new rail systems and the (Continued on page 42)



INTERNATIONAL

(Continued from page 19) improvement of the bus and tramway routes—have been reached. As far as the U-Bahn's operation is concerned, Engelbrecht said, "We have an excellent reliability rating. We are bringing 99 per cent of all our trains into the terminals within a time margin of about two or three minutes."

As to surface improvements in Munich, wherever possible, the tram and bus lines are used as feeder services to the railways. In addition, public transport vehicles are exempt from restrictive road requlations such as no stopping or no left or right turn, and they have special crossing times at traffic lights. Restrictions also are placed on general traffic such as the establishment of one-way streets to divert automobiles and trucks to the advantage of public transit. There also are good connections between tram and bus services and the underground so that passengers only have to walk a short distance in surroundings protected from traffic and weather. A large pedestrian zone in the core of the city allows shoppers and strollers the freedom to walk unhindered by traffic congestion.

Subway cars

The Munich underground uses sculptured aluminum, modern city railway stock. The cars have air suspension at the center

bar and rubber suspension at the axle box. A maximum train set of 6 coaches seats 294 and has room for 576 standing passengers. In a double car, the seats are arranged in groups of four with each compartment having 49 double seat units. Each car is 2.9 meters (9.5 feet) wide and 18 meters (59 feet) long and has three double doors on each side.

The aluminium construction enables the cars to be three tons lighter per vehicle than comparable steel ones. For the underground, the lighter cars mean savings on energy and a reduction in braking weight and in the amount of energy required to stop. Two high voltage motors of 720 kilowatts in each car provide propulsion allowing a top speed of 80 kpm (48 mph) with an average traveling speed (including a 20 second stop at stations) of 35 knm. (21 mph). Engelbrecht told Mass Transit that Munich "faces the idea of treble control in the early '80s and at that time decisions must be made on whether to move on to the next generation of rolling stock."

Conventional light signals with superimposed line communications allow train time spacings of less than two minutes depending on stopping time at stations. Every train is staffed with one man who is not a driver but a train attendant. Automatic train operation relieves the driver so that he can take over train dispatching at the platform. In case of emergency, he is able to take over train operation. The underground stations are manned by one attendant and some stations at certain periods of time are unmanned.

New technology

Engelbrecht said that sometime in the near future the implementation of "the so-called new technology" such as a personal rapid transit system would be considered. He said that "the city of Munich together with the Bavarian Ministry of Economy and Transport are considering whether it would be feasible to set up a new transportation mode in the city."

Additionally, in the future Engelbrecht sees as one of the main tasks for the Munich transportation system, the establishment of a mechanism to provide financial contributions from the surrounding regions to the federal and municipal transit systems. He said that currently, the system's revenue is covering about 40 to 45 per cent of the expenses. Engelbrecht said that "the public purse will not only have to finance the installation of means of transport, but will also have to provide the necessary financial aid to run them. " Joan C. Szabo, a Contributing Editor for Mass Transit reported on transit developments in Western Europe for the last year and a half. She is currently based in Washington, D.C.



A large, nationally known company operating over a two-state area has an opening for an ambitious, aggressive Transit Manager to manage its four transit properties. This position will function at a staff level with responsibilities including policy, rates, legal, etc., and all operational procedures.

Candidates must have a record of successful management experience in transit operations. Degree helpful. Salary commensurate with experience and qualifications.

Send Resume To: G.H. Davidson, P.O. Box 2178 Charlotte, N.C. 28242, or telephone 704-373-4519.

An Equal Opportunity Employer

MASS TRANSIT

THE
COMPREHENSIVE
SOURCE OF
INFORMATION
ON URBAN
TRANSPORTATION
SYSTEMS

SUBSCRIBE NOW











